MODERN PACKAGING

Her HELLIN TOUE TRUEGERS 3EE BEE BEE JULY 1936

How to make the dealer's life

happier



1. Contrast this Diamond Tints & Dyes display with the way full-line package merchandise is usually sold. The customer has every tint and color in the rainbow arranged before her eyes. Selecting the right shade is easy compared with . . .



2... this method, by which the dealer is speedily driven insane with "What color is this?", or "Haven't you a color chart that I could see?"



3. And after the sale is made and the particular package removed, all the dealer need do to replenish the display is reach in behind it where additional packages are stored and grouped.



4. Quoting Wells & Richardson, makers of Diamond Tints and Dyes: "We have had a large number of letters praising the unit and many dealers say it increases their sales of Tints and Dyes more than any one thing that has been done for them."

Of our Merchandising Specialties Division, Wells & Richardson Co., Inc., makers of Diamond Tints and Dyes, say:

"Naturally, we are extremely pleased with the wonderful reception this unit has had and are deeply grateful to the American Can Company for the large part they have played in its success. One of the most important features of your participation in the creation of this unit is one which is hidden to the outsider but which means a great deal to us. We refer to your splendid service and cooperation, a service which in our opinion it would be difficult to equal and impossible to surpass."

On the air!

BEN BERNIE and "all the lads"

Music . . . entertainment . . . and famous stars from stage and screen

Each Tuesday, 9 P. M., E. D. S. Time NBC network

AMERICAN CAN COMPANY
MERCHANDISING SECTION DISPLAYS
SIGNS AND TRAYS

TOPS · TOPS -

S _



If you pack a fine food product, and of course you do, there is no more convincing way of advertising that fact to the prospective buyer than by sealing your package with the Phoenix Compo (band) Cap... this favorite closure of the quality food packer is the absolute "top" in the packaging world * * * Simple to apply, dependable of seal, easy to remove, attractive in appearance... but more important, perhaps, it "looks the part!" * * * Long associated by the consumer with preserves, jams, jellies, olives, pickles, mincemeat and apple butter of the finest quality... easily identified by the familiar clasp band.

PHOENIX METAL CAP CO.
2444 W. SIXTEENTH ST., CHICAGO :: 3720 FOURTEENTH AVE., BROOKLYN

MODERN PACKAGING

D. E. A. CHARLTON, EDITOR

IN THIS ISSUE



NEXT MONTH

The August issue is designed to assist purchasers of all types of packages and displays to plan for the Christmas season. It will discuss the reasons behind the holiday package and the most recent developments in gift containers. Color trends will be predicted and all that is new in papers, wrappings, containers and other package accessories, will be illustrated and described.

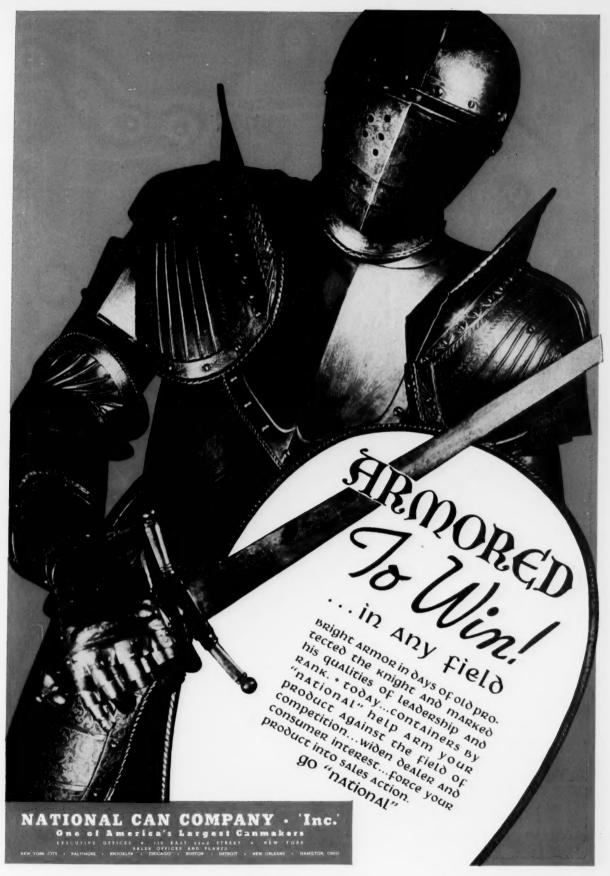
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Published the 15th of each month by Breskin & Charlton Publishing Corporation, 425 Fourth Ave., New York, N. Y. Telephone Ashland 4-0655. Western office, 221 N. LaSalie St., Room 620, Chicago, III. Telephone Randolph 6336, Publication office, Erie Ave., F to G Sts., Philadelphia, Pa. Also publishers of Packaging Catalog, Modern Plastics, Shipping Management and sponsors of the Permanent Packaging Exhibit.

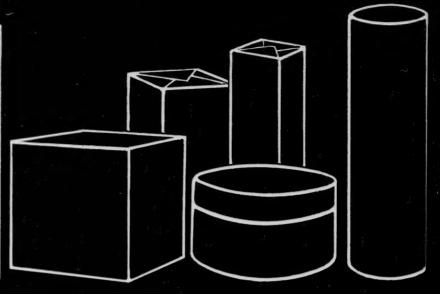
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Subscription \$5.00 per year. Canadian, \$7.00. Foreign, \$6.00. Price this issue, 50c per copy.
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Acceptance under the Act of June 5, 1934, at Philadelphia, Penn. Authorized October 4, 1935.



SENDUS A
SAMPLE
OF YOUR
PRODUCT
WELL SHOW YOU
THE WAY TO
LOW COST SPEEDY
PRODUCTION



PACKOMATIC PACKAGING MACHINERY



YOU CAN
CONSULT WITH
A PACKOMATIC
ENGINEER ABOUT
YOUR PACKAGING
PROBLEM WITH
OUT OBLIGATION.
PHONE - WIRE
OR WRITE

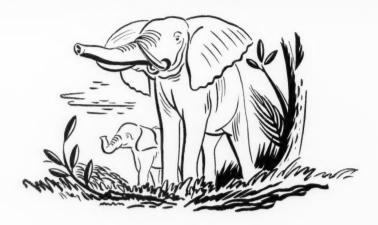
J.L.FERGUSON COMPANY, JOLIET, ILLINOIS.

NEW YORK ST LOUIS CHICAGO

SAN FRANCISCO NEW ORLEANS



WHITE ELEPHANTS



WHITE ELEPHANTS

OMEWHERE in the jungle fastness of India, north of Ceylon and south of Tibet, is a graveyard no man has ever seen. Legend has it that this is the last resting place of elephants.

Modern America has a similar graveyard—one where "white elephants" are interred. Products packaged in dull and dingy colors find their burial ground on the bargain counter!

Lacquer-coated packages need not meet such a fate. Their glossy exteriors breathe "newness" in every detail—clamor for attention—stimulate the urge to buy. And best of all, they are sealed in a protective coating that is scuffproof, water-proof, dust-proof and alkali-proof!

Progressive merchandisers everywhere are rapidly recognizing the worth of

this new process. More and more of them are using lacquer extensively as a preservative and "beautifier" for cartons and paper wraps as well as packages. Magazine inserts* and covers, printed displays, posters and booklets all are feeling its vivid influence.

Discover the many interesting facts about lacquer-coated paper. Learn of the latest developments in this field of paper processing. See how easily they can be applied to your own product to give it wider acceptance—faster turnover. Your package maker will be glad to supply you with complete details.

*The rich, beautiful, attention-getting effects produced on the reverse side of this sheet were attained by the simple application of crystal-clear lacquer.

COMMERCIAL SOLVENTS CORPORATION

NEW YORK CENTRAL BUILDING, NEW YORK, N. Y.







CCS SCREW CAPS

The improved thread assures a positive seal

FOR nearly fifty years CCS has concentrated its efforts on the solution of sealing problems. Its one aim has been the improvement of closures . . . to make them constantly better and more dependable.

This long and specialized experience counts in producing better closures for you. For quality in closures is a matter of knowing how.

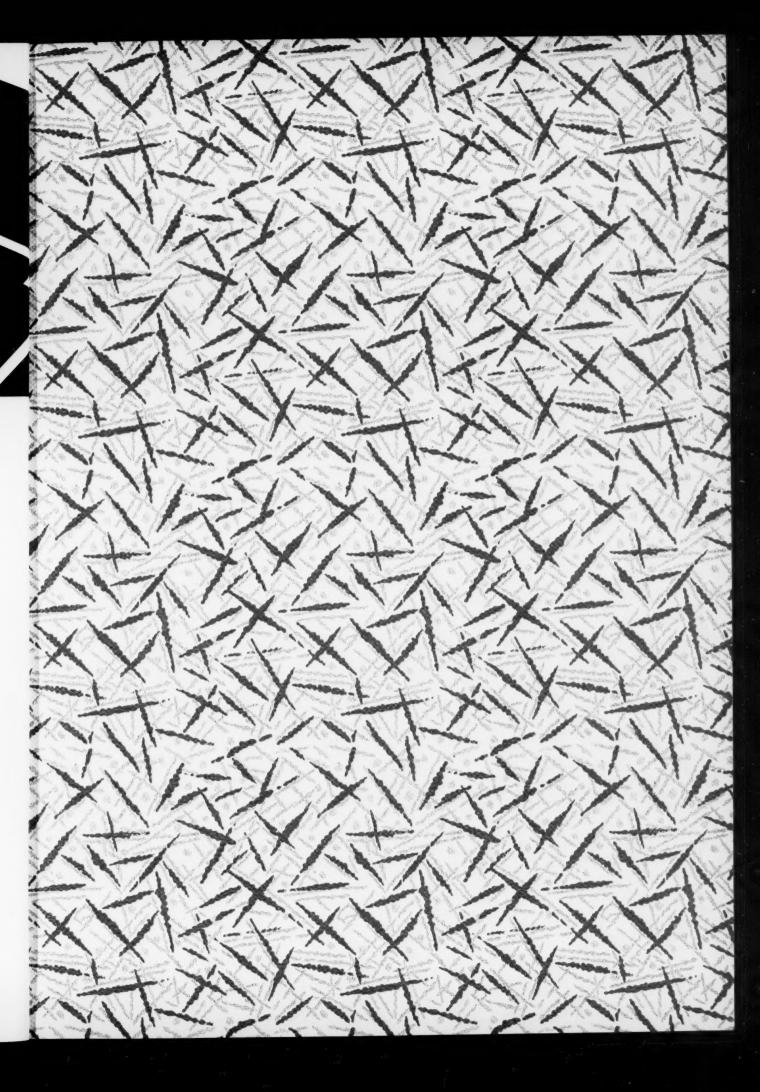
Look to CCS for the finest and most dependable closures that can be made. You are assured of complete protection for your product . . . and also the extra margin of profit that results from the use of a safer seal.



CROWN CORK AND SEAL COMPANY . BALTIMORE, MD

WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS





DISTAFF

What can portray more effectively the texture appeal in demand today, than this motif, significant of all weaving. - Smart deep colors on white ground illustrating the cool atmosphere which should be expressed in your box at this season.

Why not send for a set of working sheets we have prepared and try Distaff on that new box you are planning.

Hampden Glazed Paper & Card Co.-Holyoke, Mass.

These NEW CARTONS HAVE SELLING POWER

-have yours?



IF YOUR PACKAGE DOES NOT HAVE THIS VITAL ASSET . . . IF IT IS NOT ATTRACTING THE FAVORABLE ATTENTION WHICH GOOD MERCHANDISING REQUIRES. . . . CALL IN A B & P REPRESENTATIVE BY PHONING WALKER 5-9494 OR MAIL THE COUPON.

brooks & porter !

304 HUDSON STREET

NEW YORK, N. Y.

CREATIVE STYLISTS AND MANUFACTURERS OF FOLDING CARTONS, COUNTER AND WINDOW DISPLAYS

MAIL THIS COUPON



BROOKS & PORTER, Inc. 304 Hudson St., New York, N.Y.

> Please tell us how we can best improve our cartons, labels and displays.

des ADDRESS

GIVE TO BE INSTANTANCOUS and easy opening, for better pouring



The Anchor Amerseal Cap, the same closure as used by the bundreds of millions for sealing glass packages, applied or removed with a quarter turn.

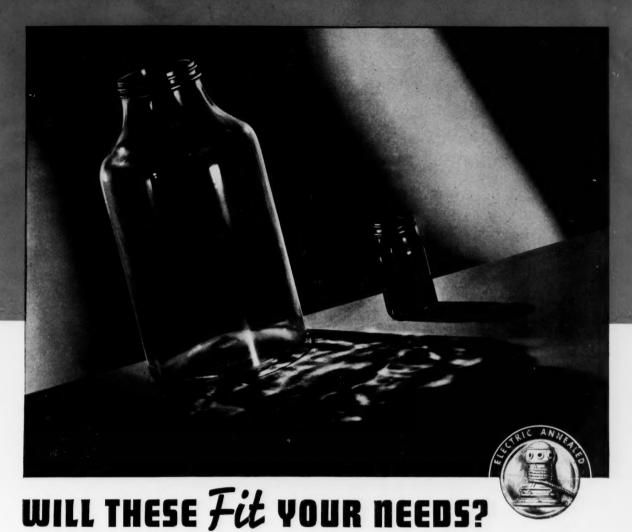


The Anchor Beacon Cap with smooth, unbroken outside surfaces; uses the identical sealing principle. For instantaneous and easy opening, for better pouring control, for more perfect sealing—and resealing—use the modern method of sealing liquids in cans... by equipping them with Anchor Amerseal Can Nozzles and Caps. People who buy liquids packed in cans, whether ordinary householders or skilled craftsmen, have the same reactions about packaging. One of the finest ways to keep them friendly and enthusiastic about your products is to provide them with these easy opening, easy pouring devices. Your users will appreciate the advantages of the Anchor Amerseal Nozzle and Cap just as millions of the general public do in the case of glass-packed products using this same sealing principle.

These nozzles and caps protect the contents better. Liquids won't dry out. Oily or volatile products cannot escape. The cap makes a tight, secure contact with the smooth top of the nozzle—yet it releases with a flip of the fingers—a quarter turn. Where desired, Amerseal Nozzles can be equipped with tamper-proof discs.

Cans equipped with Anchor Amerseal Nozzles and Caps are suitable for oils of all kinds, liquid polishes and waxes, alcohols, drugs and chemicals, cleaning compounds, shellacs, varnishes and other specialties. The two styles of caps adaptable to these can nozzles are shown to the right, supplied in colors or lithographed decoration if desired. Write us for our descriptive folder describing these closures and the Amerseal Nozzle in detail. Anchor Cap & Closure Corporation, Long Island City, New York; Toronto, Canada. *Branch offices in all principal cities*.

Caps by ANCHOR



LET's use the word "fit" in both its meanings. and accurate in First off, are containers like those above with and minimum

First off, are containers like those above with their wide mouths and gently sloping shoulders fitted, i.e., suitable for your products? They are for many drugs, chemicals and specialties, both dry and liquid. But if not, remember that Salem has hundreds of other styles for every sort of product and purpose.

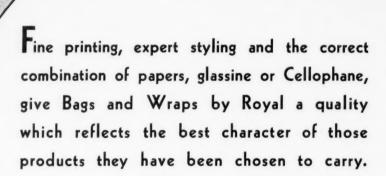
Secondly, when one speaks of "fit," one usually thinks of the sealing of the container and of the finish that makes possible a tight fit and dependable sealing results. All Salem ware is uniform and accurate in finish, well within the maximum and minimum standards set up by Glass Container Association specifications. Accuracy of finish is one of the things that characterizes Salem containers—along with brilliance, cleanness, color and strength—one of the important qualities that indicate Salem's care in manufacture as well as experience and skill in glass-making. Salem Glass Works, Salem, New Jersey. Associated with Capstan Glass Company, Connellsville, Pennsylvania. Branch offices in all principal cities.

CAPSTAN Glass

Bags and Mraps

by 30111





Write For Information

THOMAS M ROYAL&CO

PHILADELPHIA USA

CHICAGO DETROIT BOSTON NEW YORK PITTSBURGH SAN FRANCISCO

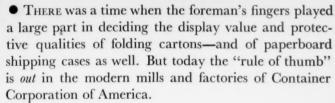
ST. LOUIS



MINNEAPOLIS SYRACUSE ATLANTA

DAYTON FORT WORTH HOUSTON



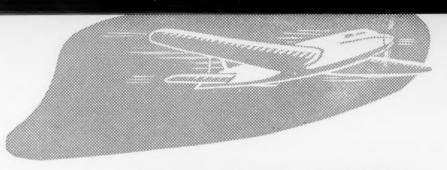


Carefully planned formulae and laboratory-controlled methods produce Concora materials to exact specifications. And the finished cartons—and shipping cases—must undergo searching tests in our laboratories—tests that pre-prove protection value and display qualities.

This background of scientific accuracy assures you of getting the results you want with Concora products. Ask our representative to tell you the whole story.

CONTAINER CORPORATION OF AMERICA

ENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO, ILLINOIS
MILLS, FACTORIES AND SALES OFFICES AT STRATEGIC LOCATIONS



"WHOSE IDEA WASTHAT?"



Trying to keep pace with packaging progress without knowing its latest developments is like trying to keep up with an airplane on an old two-wheeler. Why be handicapped?

Avail yourself of the many good ideas in every issue of MODERN PACKAGING; they cover design, construction, display and sales. Perhaps you are planning to enter a new market, or you want an idea to give your product a selling advantage over competitors. Your product might be helped by a new design or construction, or by improved packaging.

In each case, you'll probably find help in the wealth of new ideas carried regularly in the editorial and advertising pages of MODERN PACKAGING. Keep up with progress . . . here . . . every month.

MODERN PACKAGING

425 FOURTH AVENUE . NEW YORK CITY

They can't damage a LACQUERED Package

THE COMPARISON between the lacquered and I unlacquered portions of this insert may be a trifle exaggerated...but the fact remains that flies can do a world of damage to your package, label, or display, if not protected with a lacquered surface. • EGYPTIAN PAPER COATING LACQUER is your insurance for a bright, clean looking product at all times because a surface protected with this finish is impervious to lasting damage. It is easily restored to factory freshness with a damp cloth. • EGYPTIAN PAPER COATING LACQUER is formulated for application by regular roller coating machines; such as are used to apply ordinary spirit varnish. It is also supplied for use on web machines for coating in rolls. It dries quickly and does not become tacky nor does it scratch easily or scuff with handling. Neither does it discolor white or light colored areas.

We invite your inquiry for further details.

THE EGYPTIAN LACQUER MANUFACTURING CO.
ROCKEFELLER CENTER • NEW YORK, N. Y.

EGYPTIAN LACQUER







When the Firestone Tire & Rubber Co. saw their finished Texas Centennial Souvenir Carton they wrote, "The cartons are satisfactory in every detail and we are very much pleased with the quality of work turned out by your company."

This proves that Firestone's faith in our ability to accurately reproduce outstanding designs in unusual colors, was well justified.

The excellent printing surface, for which A.C.M. Clay Coated Box Board is noted, was the most important factor in the production of these splendid cartons.

Your company too will discover the shelf appeal and advertising value that A.C.M. Clay Coated Cartons add to your products. Write or phone and an A.C.M. representative will call to discuss your packaging problems with you.

AMERICAN COATING MILLS, INC.

CHICAGO Wrigley Building CARTON DIVISION ELKHART, INDIANA

MEMPHIS Derman Building

NEW YORK CITY . 22 East 40th Street

INDIANAPOLIS . Union Title Building



Dial frames and tuning knobs . . . molded of Resinox . . . replace metal and wood parts on the popular Echophone Radio. Resinox was chosen for its strength, its accuracy in molding, and for its high lustrous finish. The radio, a product of Echophone Radio Corporation of Chicago. Molded parts by Central Plastics Company, Chicago.

MOLDED OF RESINUX

There is a Resinox molding material for every molding need . . . Consult your molder for detailed information or write the RESINOX CORPORATION, 230 Park Ave., New York, N. Y.

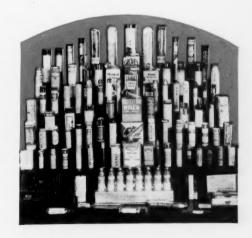
Automobile coil and condenser cases . . . Products demanding rugged durability and tight water seal . . . molded of Resinox for Crumbliss Manufacturing Company by Central Plastics Co., both of Chicago.



THE race is on!—a closely matched packaging race for the "fat purse" of public favor, eyeappeal, and sales success. Sampling and packaging competition is extremely keen among drug, proprietary, cosmetic, food and chemical products—and it takes a mighty good package to hold a good article in first place.

Kimble Glass Vials—outstanding for their lustrous beauty, their colorful closures and labelling effects—prove themselves consistent "winners" in a greatly crowded field. Their light weight assures low shipping costs. Their pocket-convenience appeals instantly where bulky packages fail. Their crystal transparency affords full visibility and promotes confidence in the contents.

Consult Kimble first on your sampling and packaging plans.





KIMBLE GLASS COMPANY · · · VINELAND, N. J.

NEW YORK · CHICAGO · PHILADELPHIA · DETROIT · BOSTON

This advertisement is addressed to less than 10 people

The 1937 Packaging Catalog will be bigger and better than ever from an editorial viewpoint.

But, from an advertising viewpoint.

IT ALREADY IS BIGGER advertising viewpoint.

IT ALREADY IS BIGGER THAN EVER BEFORE.

More advertisers have contracted for more space.

many months before publication.

than appeared in any previous issue of this advertisement great annual!

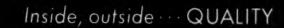
That's why we say this advertisement is addressed to less than ten people.

the executives of less than ten people.

the executives in the Catalog and that, so far, have not signed contracts, in the Catalog and that, so far, have not signed contracts.

If you are one of these ten... we'd like to talk it over with you.

TH



This is Loose-Wiles' packaging strategy:
to reflect, by "eye-quality" autside, the
delicious "taste quality" inside... to create
additional sales for dealers by picturing
attractive companion dishes on the Hydrox
wrapper and to select "US" as the
dependable source for colorful package
materials.

MODERN PACKAGES in the "US" manner

Sunshine HYDROX CONTESTINE PRODUCTION OF THE PRO

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI

NEW YORK

205 M W Wacker Dr

BALTIMORE 412 Cross St.



FIRM!

*VAPOR-VACUUM

with WHITECAP Closures
—remain fresh and firm,
because:

WHITECAP Vapor-Vacuum Sealing prevents oxidation, scum mold and depreciation of the fruit.

2 WHITECAP Vapor-Vacuum Sealing provides a true hermetic seal which prevents leakage and insures a clean package, when expansion of the brine occurs in hot weather.

3 whiteCAP Vapor-Vacuum Sealed Olives can be easily resealed, thus protecting the contents until consumed.

4 WHITECAP Vapor-Vacuum Sealed Olives keep longer, are easier to sell... create repeat demands.

*TRADE MARK



VAPOR-VACUUM SEALING

WHITE CAP COMPANY
NEW YORK CITY CHICAGO SAN FRANCISCO LONDON, ENGLAND





DRESSED UP TO GO PLACES

Labels make the package and the package presents the product. Sherwin-Williams Chafe-Resisting Label Varnishes both enhance and protect labels—assuring the added eye appeal of smart, brilliant and clean labels that are definite sales builders.

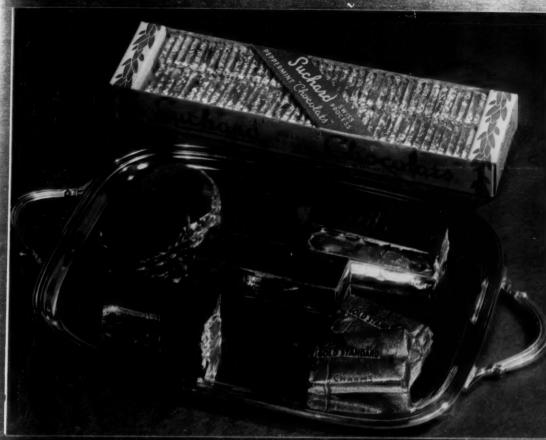
Sherwin-Williams Chafe-Resisting Varnishes offer other advantages too. They resist scuffing, scarring and smudging. Moisture does not bleed varnished lithography, and labels are less apt to loosen from softened glue. The velvety gloss imparted by these finishes snaps up the color and produces an attention commanding sheen.

We invite you to write us regarding your paper and metal finishing requirements. One of our engineers will

gladly work out an economical finishing system. There is no obligation, of course. The Sherwin-Williams Co., Cleveland, Ohio, and all principal cities.



SHERWIN-WILLIAMS FINISHES



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ENDI DS - SELLS

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and all as producers from

The second of the law of

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CDMPANY





Packages dressed with friendly labels give the added touch that increases selling appeal. Cameo designers and production facilities can give you that something to make your packages irresistible. A call by our representative involves no obligation on your part.







THE MODERNISTIC LINE ALSO SUITABLE FOR



label and carton for the most effective display of your product.

When business is on a definite uptrend and container requirements come suddenly, you need more than ever the reliability of O-I prompt delivery service. O-I diversity of operation and twenty-four plants are your guarantee of service in any emergency. Depend upon O-I—all-ways. Owens-Illinois Glass Company, Toledo, Ohio.

OWENS-ILLINOIS Containers and Closures

MODERN PACKAGING

BRESKIN AND CHARLTON PUBLISHING CORPORATION

425 FOURTH AVENUE, NEW YORK CITY

JULY 1936

VOLUME 9

NUMBER 11

Time microscope for high-speed machines

BY J. P. MAXFIELD*

PERHAPS the hand is quicker than the eye but neither the hand nor the rapidly moving parts of high-speed machinery can deceive the new artificial eye which scientists have recently brought to a high state of perfection. With this artificial eye it is possible to see clearly machinery parts whose motions are so rapid that to the naked eye they appear as a blur. In fact motions can be slowed down as much as 150 times. A fitting name for this artificial eye development might be the time microscope.

The application of this interesting development of the Eastman Kodak Company and Electrical Research Products Inc. has proved useful to the manufacturers and users of high-speed machinery, particularly where the machinery is handling fragile materials such as paper, thread, transparent cellulose, etc. When a machine handling such fragile material fails, the evidence as to the cause of the failure is frequently destroyed. Experience with the use of the time microscope on

*Director of Commercial Engineering, Electrical Research Products Inc.

Fig. 1. Time microscope. Fig. 2. Single picture from a series showing action of steam valve. Courtesy of Bristol-Myers Company. Fig. 3. An engineering graph obtained by analysis of pictures in series shown by Fig. 2

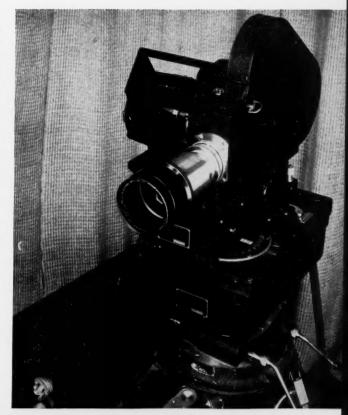


FIG. 1

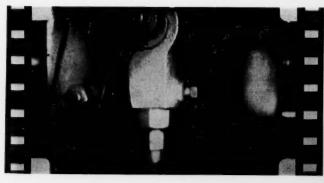
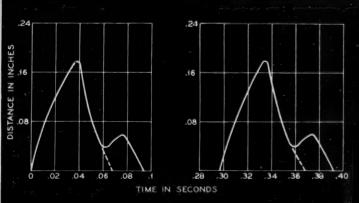


FIG. 2

FIG. 3



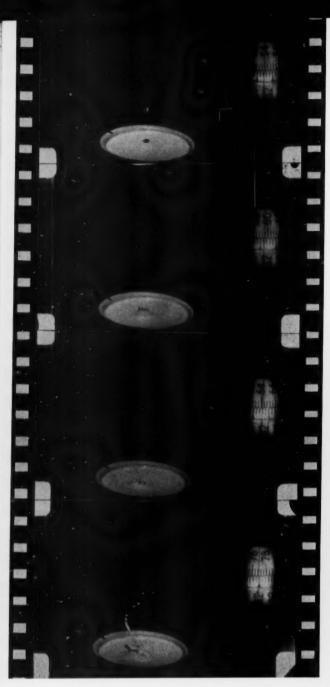


FIG. 4

Fig. 4. Four pictures taken from a series showing splash caused by marble dropping into milk. Fig. 5. An operation during the packaging of Sal-Hepatica. Courtesy of Bristol-Myers Company

such machinery has indicated that it is usually possible to determine the nature of the failure even though the machine does not fail during the time that the eye is trained on it.

Nature and Capabilities of the Time Microscope

The principles of the time microscope are relatively simple. They are based on the use of a 16 mm. moving picture camera and an accurate clock which is photographed at one edge of the picture. While the ordinary 16 mm. motion picture camera is designed to run at a rate of 16 pictures per second with the ability to take slow motion pictures at the rate of about 64 pictures per second, the camera of the time microscope is designed to run at a maximum speed of 2500 pictures per second.

From this it is readily seen that if films taken at this

FIG. 5



hiph speed are projected at the normal rate of 16 pictures per second, the motion as viewed will appear to be slowed down a little more than 150 times. This slowing of the motion to the observer's eye is in itself of very considerable value in that it enables engineers and designers to see and to better understand the manner in which various high-speed mechanisms operate.

If the "time microscope," however, were thus restricted, it would still remain merely a qualitative instrument even though a valuable one. By the addition of the clock, photographed at one side of the picture, the time microscope becomes a quantitative instrument and can be applied to accurate engineering analysis of the motion of various parts of high-speed machinery which may be giving difficulties in operation.

The clock photographed at the right-hand edge of the picture, has lower figures representing seconds and upper figures representing one hundredths of a second. From the fine divisions between the latter numbers it is possible to read the time to a little closer than 1/1000ths of a second.

Results Obtainable with the Time Microscope

The applications of such a tool to industrial processes are almost unlimited and it is probable that its field of usefulness is only beginning to be realized. It has already been applied with success to problems in the shoe machinery, sewing machine, electric welding, steam-driven pile driver, packaging industry and others. Most of the work done in connection with packaging machinery was an investigation made for the Bristol-Myers Company and it is through the courtesy of this company that we show the examples with which this article is illustrated.

Figure 1 shows the camera and clock mounted as a unit. Figure 2 shows a single picture taken from a film of the action of a valve rod on a Norberg steam engine. Figure 3 is the engineering graph obtained by an analysis of the series of pictures from which Figure 2 was taken.

It will be noted that this valve instead of closing as it should along the dotted line actually bounces once and closes considerably too late. Inspection of the data of Figure 3 and the running of the films from which Figure 2 was taken enabled the engineer to immediately correct the difficulty.

Figure 4 shows the splash resulting from a marble dropping into a bowl of milk. While such a subject has very little in common with machinery it was chosen for two reasons. First, there is only one action taking place at a time and it is, therefore, possible to see exactly what is happening without the added complication of other moving parts. Second, the picture shows the mechanism of the splash to be decidedly different from its expected nature as judged by the naked eye. The four pictures, selected from a 50 ft. reel of film, show, at the top, the marble about to enter the milk. The dark spot in the milk is the shadow cast by the marble. The second picture in the series shows the cone type structure of the initial phase of the splash. The third picture shows the second phase of the splash in which the surface of the liquid is nearly quiescent and the splash appears to be practically complete. The last picture of the series shows the third phase which consists of a small spout which throws off drops from its

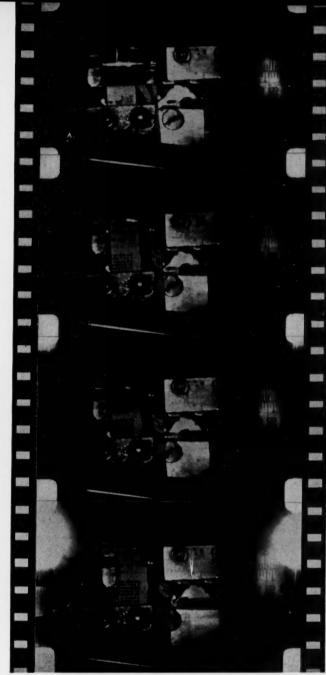


FIG. 6

Fig. 6. Feeding advertising circular into conveyor of packaging machine. Courtesy of Bristol-Myers Company

upper extremity. With reference to the clock figures at the right-hand margin of these pictures it will be noticed that the time lapse from the first to the second picture is about 1/20th of a second; from the second to the third picture between 1/30th and 1/40th of a second, whereas the time from the quiescent period to the maximum of the third phase (the bottom picture) is approximately 1/6th of a second.

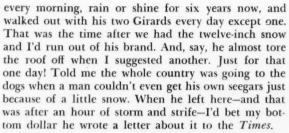
Many of the people who have seen this picture projected have expressed their (Continued on page 85)

Pop tries the scientific approach

MY old friend, Pop, the stationer, is getting to be somewhat of a package-testing expert since he's been breaking into print. Nowadays, he's all for the scientific approach—if things keep going this way, Roger Babson will have to look to his statistical laurels.

Pop has been thinking about cigar packaging, recently. And, in spite of his weird way of putting things he seems fairly close to a clear and sound analysis. "It's this-a-way," he says. "For twenty-two years I've been selling seegars. I must have sold a million, may-be three million. And in all that time, I've found only three kinds of seegar smokers. First there's the kind that started to smoke one brand when they were two years old and never thought about changing. Then there's the kind that keep changing every few weeks."

I settled down for a long dissertation as Pop continued. "Now you take that first kind. They don't ever change—they're the Tories of this business. F'rinstance, take Old Man Blossom, up the street—he's come in here



"But don't get me wrong," Pop continued. "Old Man Blossom ain't unusual. He's just a seegar-Tory like I could name you may-be two dozen right on this street. They're all the same, want what they've always had, and it don't matter whether you have them wrapped in silver foil or pink ribbon. They won't take anything else, even if they were on a desert island. Then there's the other kind, the Radicals, like my nephew, Sam. Sam comes up here every week-end to help me out with the rush and the first thing he does is to come over to the humidor and look around. Every week he's got a new brand and every week he's got a new theory that it's the best he's ever tried. Last week it was a twentycenter and he proved to me-to me, mind you-that any seegar that cost less just couldn't be no good. He had the profits figured back all the way down the line and the way he wrote it out, the only kind of seegar they could make for five or ten or fifteen cents would be a kind where they got their tobacco free or where it was sold for takin' it.

"'Course, I don't argue with Sam. I just remembers that last week he proved that five-cent seegars cost too much and that I was just a low down crook lettin' anybody cheat themselves to buy a ten-cent brand. I just keep hopin' he won't develop any theories that he can't live without Corona-Coronas. But, anyway, Sam ain't a freak—he's just an extreme example of the seegar Radical, the kind of guy that will try anything once and will probably convince himself that he likes it. And those are the people the seegar makers can make money off of, if they handle their packaging with a scientific approach."

At the words "scientific approach," I realized that Pop had been reading his own magazines again—probably "Everyday Mechanics." And when Pop reads magazines anything is likely to happen. So I lit another cigarette, sat tight and whispered, "Yes, yes, go on."

"So, just between you and me," Pop obliged, "I've proved it. If you'll stop fidgeting, I'll show you all about it. See this brand I've got here on the counter? Now this manufacturer did a little thinking. He knew that they use cedar wood to make the best seegar boxes and to line humidors. So he wraps his seegars in a layer of cedar—just a paper-thin layer—before he puts on the regular transparent wrapper. 'That's a fine idea,' he says, but now that I've got all my seegars wrapped up, how can anyone tell it's a seegar that I've got inside the wrapping?' So then he gets another bright idea. He takes the cedar wrapping off of a half a dozen seegars, right in the center of the (Continued on page 84)



A new container for liquid wax

BY C. C. HARRINGTON



The new and old containers for Rubber Gloss Wax

WHEN a company increases its small package business nearly 100 per cent in two years, its merchandising policies are well worth considering. And when it is learned that this increased business has followed, and was largely due to the issuance of a new type of package and display.

Two years ago the Franklin Research Company of Philadelphia did a \$90,000 yearly small package business in their Rubber Gloss Wax and Cleaner. Their products were sent out in various sized cans bearing drab blue and white labels. No attempt was made to furnish fitting display cards and layouts for properly setting off this merchandise. The result was that the public never became really conscious of the products.

Then the Franklin company made a drastic change in their container. The shape of the cans was modified, making them more rectangular than square, and paper labels were entirely discarded.

The new cans were designed by C. E. LaRoach, of the Franklin Research Company, in collaboration with the Continental Can Company. The liquid wax container is in four colors, with a light blue background and a dark blue band near the bottom. Two red, circular 'spots' are set in diagonally opposite corners of the light blue background, and effectively set off the black lettering 'Dries Glossy' and 'for Floors'. A narrow red band at the bottom sets off the name of the company and gives a color balance to the 'spots'. The dark blue, hand cut letters 'Rubber Gloss', definitely ties the trade name with the similar lettering used on the old labels.

The liquid cleaner containers are the same size and design as the wax, but have a yellow background with black lettering and band near the bottom. Red 'spots' are similarly located. The products are distributed in pints, quarts and gallon sizes. Directions are printed on the back of each can, with applications and guarantees printed on each end.

To properly set off this merchandise in the retail stores, Mr. LaRoach has designed a wooden display rack that provides an effective setting for the three size cans and the applicators for use with the products. Several types of display cards and folders, all in the same color scheme as the containers, have also been designed to facilitate sales. In addition, diagrams and photographs of table and window displays are given to retailers as aids in effectively presenting this mercandise. Last year's package business amounted to over \$160,000.

The result of the new containers and display policy, has been that retailers who were once cool or indifferent to the product, are now enthusiastic over handling it. The attractiveness of the container, which speaks 'quality,' prompts them to give good display space and the frequent use of their windows. Nor do the new containers lose their 'freshness' even after long periods of storage or display. There is no fading or dulling of the can's appearance. When liquids or greases are accidentally spilled on a container, a damp cloth removes the stain and leaves the can looking like new.

From the standpoint of the buying public, the name of Rubber Gloss is at last becoming generally known. Even when set up in the proximity of colorful paint displays, the Rubber Gloss containers stand out and make themselves be noticed. The tremendous increase in retail sales, however, speaks louder and more effectively than mere words. This increased volume has brought the cost of the lithographed tin container below that of the old can with the paper label.

The next step of the Franklin Research Company is to change the container of their third small package product, Triple Life Paint Protector, to a lithographed can. Their latest merchandising program calls for the expansion of their present distribution facilities along the eastern seaboard, to embrace the middle west. The ultimate aim is to cover the entire country.



Wooden display rack provides an effective setting for three sizes of cans and the applicators for use with the products





JULY packaging pageant





The Wah Young Company's products now appear in glass containers with embossed labels printed in two colors, black and yellow, on bright gold foil. The packages and labels were designed by The Tablet & Ticket Company

The Charles E. Hires Company recently adopted a new design for the two standard size bottles of Hires Root Beer. The new bottle assembly includes a matching body and neck label set of copper foil. The body label set is printed in white, red and navy blue. Both labels were printed by Reynolds Metals Company. The bottle of clear glass with a lightly stippled surface, is manufactured by the Salem Glass Works. A Crown Cork & Seal cap, with the Hires trademark, tops off the assembly

A new flavor, PINEAPPLE, has been added to the Life Saver line.

Labels and display container were designed and produced by the

U. S. Printing & Lithograph Company

"NuRex" is a new flexible cement now being placed on the market in both liquid and paste form by The Lee Hardware Company. The containers are of stock design from Owens-Illinois Glass Company. The squat jars are of emerald green glass. Colorful labels in yellow, red and blue harmonize with the lines and colors of the filled containers. Closures by Owens-Illinois Closure Company

Kerr's Butter Scotch, Inc. is introducing a new five-cent item in an attractive, folding carton. Twelve cartons are packed in a counter display and two display containers are enclosed in an outer protective box, making a sales unit of twenty-four packages. Designed and produced by Brooks Bank Note Co.

A. G. Spalding & Bros. are now distributing the "Official National League" baseball in a new package. This new design is in balance both in layout and in color; a deep blue background carries the red modernistic center design with perfect color harmony. The box contains one dozen balls packaged in individual cartons, miniature reproductions of the large container. Designed by Frank Condon and produced by the Folding Carton Company, Inc.

The new Cube-Stand, developed by Carter's Ink Company, features a combination deal of a large cube bottle of Carter's ink and a lustrous black molded base and pen stand. The base and penholder are molded of Durez by Colt's Patent Fire Arms Mfg. Co.

Planned gardens are now made available in package form by the Forest Products Corporation. Everything for the garden is included in the package. The pattern consists of a sheet of Gator Hide Mulch Paper with holes arranged in numbered sections. This remains on the ground all season, conserving moisture in the soil and eliminates all weeding

An interesting example of redesign of container and display for leather laces. The new boxes are printed on white board in a chrome yellow over-printed with a chocolate brown. Produced for the A. C. Morand Company by the Andre Paper Box Co.

An attractive, four color merchandising carton provides a striking setting for six Stanley Socket Butt Chisels; an ideal carton to display on dealer's counter or in the window. Designed and produced for the Stanley Works by Dennison Manufacturing Company



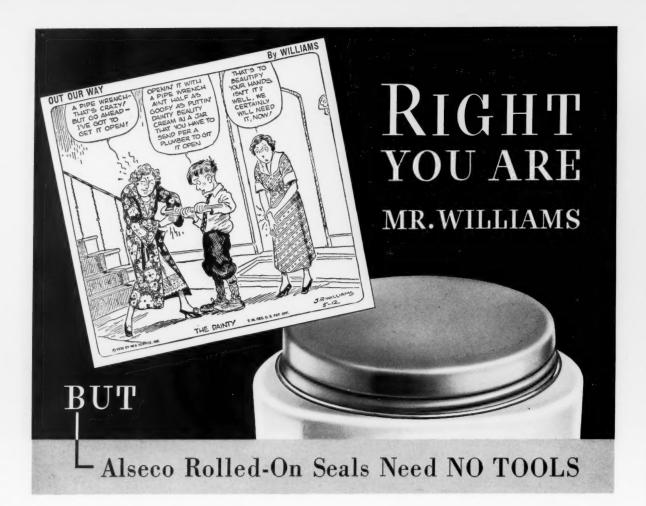










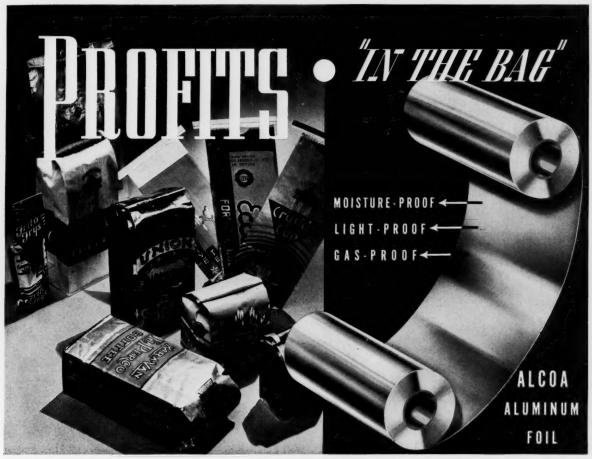


• Alseco Aluminum Rolled-On Seals omit all complications. They don't need a pipe wrench. They unscrew with the greatest of ease, and without wise-cracks from little brother. You see, Rolled-On Seals are "tailored" to fit each individual jar. The threads are rolled on, right into the glass finish. Note the diagram below which pictures this process.

Being pressure seated, they hold even a

vacuum and, being made of Aluminum, they're sanitary and rust-proof. So thanks, Mr. Williams, for helping to suggest that more manufacturers use R-O Seals. Hundreds already do. Those who have not yet been converted to these sensible closures might write for "Alseco Aluminum Seals Increase Sales." Address ALUMINUM SEAL COMPANY, Dept. P-7, New Kensington, Pennsylvania.





THE BAGS OF ALCOA ALUMINUM FOIL ILLUSTRATED ARE MANUFACTURED BY THE BENJAMIN C. BETNER CO., AND THE THOMAS M. ROYAL & COMPANY.

Now...Alcoa Aluminum Foil is used for smart, brilliant, modern bags...the ancestor of the package family with all its desirable characteristics plus striking attractiveness and practical airtightness; used nation-wide for bagging coffee, tea, potato chips, ice cream and other foods.

Alcoa Aluminum Foil, the pioneer of Aluminum Foil, used in bags or any other packages is pure Aluminum. The insulating qualities of such a modern metal package equals one-half inch of cork, a property unknown to containers made of ordinary materials; prevents ran-

cidity and staleness caused by light and moisture. Aluminum Foil is highly gas and moisture resistant. It is brilliant to the eye, either printed or lithographed in colors or in its natural, lustrous shining surface, or in a combination of both.

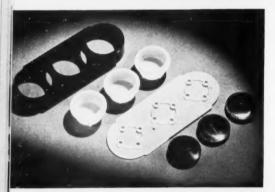
Where freshness is a requisite of products and profits, you cannot afford to overlook inexpensive Aluminum Foil; either for beauty or insulating qualities. Tell us your product and we will gladly confer and advise a suitable type of material to use. ALUMINUM COMPANY OF AMERICA, 2129 Gulf Building, Pittsburgh, Pa.



ALCOA·ALUMINUM





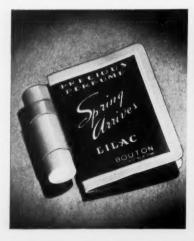




American Brakeblok Corporation uses the packages shown for its sets of car brake linings. Designed by Sidener, Van Riper & Keeling and produced by the Paper Package Company

Pinaud introduces new Floral Eaux de Cologne in a wide range of floral odeurs: Gardenia, Lilac, Jasmin and Sweet Pea. These are offered in pint and half-pint sizes

Bouton vials of perfume are now encased in colorful molded containers made of Plaskon by the Boonton Molding Company. The bottoms of the cases are in ivory and the tops in assorted colors, each representing a different perfume. These are attached to very attractive cards by means of cellulose and stapling







JULY packaging pageant

A new method of making molded jars to permit the use of colors in the base as well as cover, and to get a three-color effect, has recently been announced by Colt's Patent Fire Arms Mfg. Co. The method is the use of a three-piece container instead of two—an inner shell which is threaded at the top to take the cap, and an outer shell which fits flush with the top edge of the liner and provides an insulating air space all around the cream. The three-piece ensemble kit shown weighs 4.8 oz. complete and consists of a molded base into which are set the inner shells of the three-piece jars. They fit snugly, cannot turn, and offer possibilities of group packaging. Photograph courtesy of General Plastics, Inc.

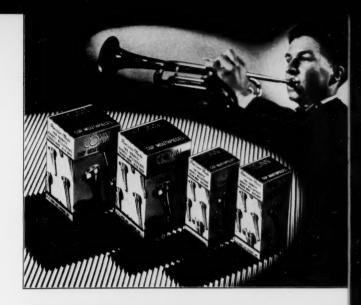
An interesting example of redesign by Young Dental Mfg. Co. for polishers. The new package contains one-half gross of polishers set in an attractive folding carton which is encased in a rigid, transparent cellulose container

C. G. Conn, Ltd. offers Conn Precision-Made Cup Mouthpieces in beautiful three-color (silver, red and black) cartons, with photographs as the basis of the display on each carton. The cartons were made by the Campbell Box and Tag Co.

This glass SeALL ; ar was developed by the Owens-Illinois Pacific Coast Company for Richards Co. The jar holds as much as a 2-lb. tin, but looks as large as a $2\frac{1}{2}$ -lb. tin and permits effective point-of-purchase merchandising. It is also a convenient container in which to keep unused portions of the contents after opening, and it can be used as a handy refrigerator jar after being emptied

Armstrong's Artmold caps add the finishing touch of dainty design to these new Gerly perfume packages as well as provide secure seals that protect product quality from the factory to the home

A new lightweight molded Durez cup, which can be grasped firmly in the fingers even when soapy, is the new package used for Ascot shaving soap, product of Albert Soaps, Ltd. The walls of the Ascot cup flare very slightly so that it is easier to grasp, and the cover fits on snugly with a screw thread. The name is engraved on the cover. Molded by Jos. Stokes Rubber Co., Ltd.









The little man does it again!

THE FAMILIAR little man who trademarks all the Graeme Harrison products has done it again! He has come on the market this year in two new guises. One in the form of a novel gadget called Keyglo, a combination keycase and flashlight; the other, a new convenience and time-saver in the form of a double adhesive tape called Twintak.

Keyglo consists of a tiny flashlight and keycase all



quarter inches long, and it weighs but one and one half ounces complete.

Each Keyglo comes individually boxed in a cardboard carton in the usual black and red colors, which are characteristic of the packaging of all Graeme Harrison products. The little man in high silk hat, with his famous ear-to-ear smile and his funny little pug nose, is also identified on each carton.

Twintak is a double adhesive tape that is useful in the home, school, factory, store or office, as a device which leaves no surface marks when it is removed. It comes in rolls of varying widths and yardage, and as it is made into rolls, the adhesive tape is backed up with a linen tape and in addition, a tab is provided at the end of each roll so as to make it easy to separate the tape from its backing. This prevents it from sticking and makes it perfectly simple to use.

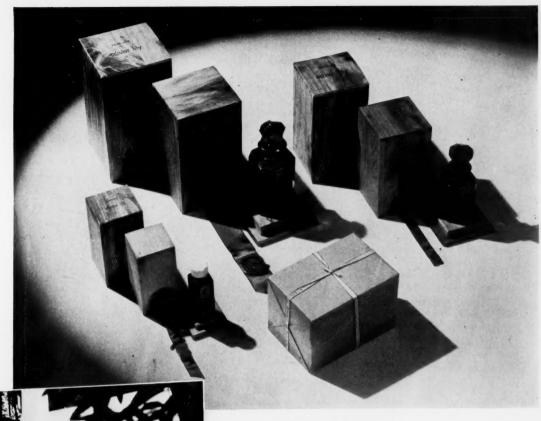
The roll is packaged on a red card which has three small die-cut tabs that bend out to act as a holder for the roll. The whole cardboard with the Twintak held in place is then inserted in a transparent cellulose bag and stapled tight at the top. This makes a very effective package for a product of this type.

The face of the card bears the product name and the slogan "It's a Graeme Harrison product"—all in black on the red background. The reverse side contains printed suggestions for Twintak use.

The individual roll of Twintak is merchandised by the dozen in a counter display container. The die-cut cover stands up to display the little Twintak man, who is naturally less "high hat" than the little Keyglo man to correctly present a more prosaic article. Around the sides of the carton is the little man in amusing poses to illustrate the many uses of Twintak. On the rear side of the carton is a message to sales people to help them increase sales of the (Gontinued on page 71)

in one, and is so designed to permit the use of them together or separately. The flashlight works with a push button at the bottom of the small standard battery which is encased in genuine calfskin or patent leather, in many different colors. Attached to this is a well-designed pouch to hold a number of keys. The pouch is fastened at the top by a key rod, and a screw long enough to hold five or six keys. Sloping triangularly, the pouch snaps onto the battery case, making a compact combination that fits snugly into a handbag or vest pocket. Its overall size is approximately two inches wide and three and one





Lili periume packages reflect traditional background as well as bespeak the quality of the product

Naively native

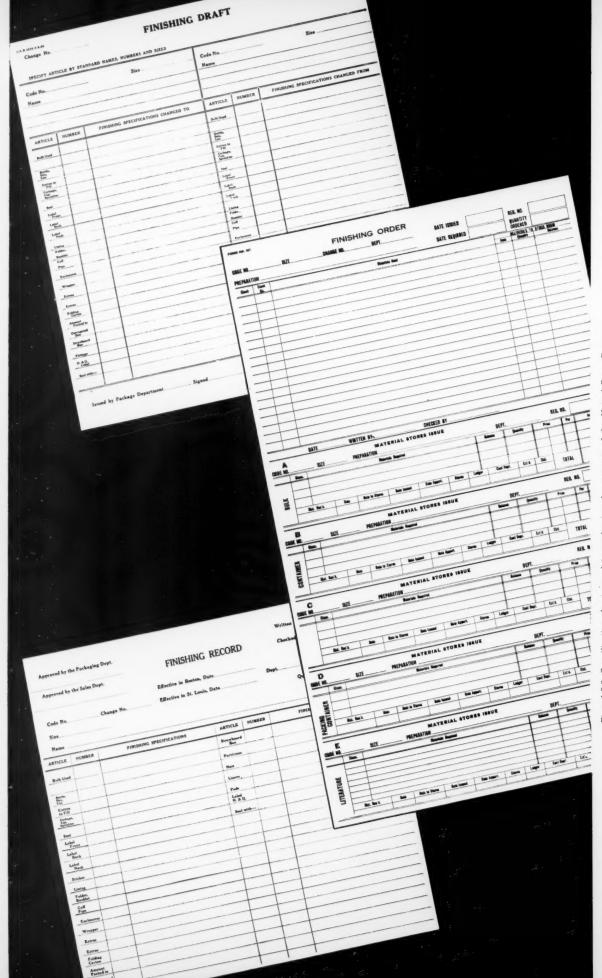
BY E. F. LOUGEE

AT Bailey's Bay, Bermuda, a land of glorious sunshine and flowers washed on every shore by the warm Gulf Stream, a tiny factory no larger than a small city apartment nestles against a background of green. Stately cedars raise protective arms as they climb a steep hill at the rear, while acres of Easter lilies flank the factory on one side and a huge experimental horticultural garden slopes from the other side down to the winding road. The factory, of native architecture, looks like many another Bermuda home and is approached by a flagstone walk which winds through an arbor covered by the vines and delicate wax-like blossoms of the rare passion flower whose exotic fragrance bids each visitor welcome. This is the perfume extraction plant of Smith & Scott, Ltd., and the home of Lili perfumes.

The factory is unique in many respects. It consists of an office and display room with cedar paneled walls, furnished more like a home than an office, with a cheerful fireplace for chilly days—and there are chilly days, even in Bermuda. Through a reception hall, one enters the extraction room where Bermuda Easter lilies, sweet peas, jasmine, oleanders, and passion flowers contribute their fragrance to exclusive Lili perfumes. It may be interesting to stop here for a moment and watch the process.

The *enfleurage* method of extraction is used because by this method the delightful *extraits* (known in the French industry in Grasse as *extrait No. 36*) which possess the natural and true perfume of the flower with all its delicacy is obtained. *Enfleurage* owes its effectiveness to two facts: First, fats have the power to absorb odors. A common example of this is the absorption of food odors by butter in a refrigerator in spite of all efforts to prevent this absorption. Second, many flowers have the property of giving off their fragrance for many hours after they have been picked.

The first step in winning perfumes from the flower then, is to place the flowers in contact with fat. The fat used is imported from France, (Continued on page 83)



Figs. 1-2-3. Specification sheets used in packaging departments of the United Drug Company.

Packaging at United Drug—I

Literally thousands of items which it prepares for distribution among its own and affiliated drug stores are completely packaged in its own plants by the United Drug Company. Methods employed by the various departments, and the system of coordination which is employed to assure efficient purchasing and production are described, by departments, in two articles. The second installment follows in the August issue.

The packaging department

BY H. F. COLEMAN*

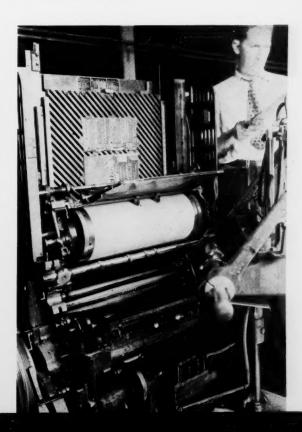
Paging means to the United Drug Company is the statement that it manufactures and supplies several thousand items to the six hundred retail drug stores, which the company owns, and to 10,000 Rexall agencies; that the volume of its business amounts to something like \$100,000,000.00 annually and that practically everything which the company makes is put out in the form of a package to which careful thought is given. With such a volume of business and such a diversified line, it is quite obvious that careful organization and adequate equipment are essential.

* Manager, Packaging Department, United Drug Company

The packaging problem is directly affected because this company sells direct to retailers, exclusively, and sells a diverse line. This means that some items are not produced in as great quantity as other items and, as the distributing outlets are limited to Rexall agencies and Liggett and Owl (on the Pacific Coast) drug stores, the volume of production on many items does not reach the proportions which it would if that volume were concentrated on only a few items sold through practically every drug store in the country. The aggregate, however, is huge, and some items run into millions of units. Nevertheless, every item must be packaged and must have its proper label, and a great many of them require wrappers, cartons, inserts and so forth. To do this effectively it was found necessary to organize the package department which writes the specifications for every item and thus controls its design, as well as the contents. A few words on how the packaging department functions will show how this end of the business is handled. At this point it should

The printing and box making department is completely equipped with presses suitable for handling all types of printing work







H. F. Coleman, Manager, Packaging Department

be emphasized that, in a concern of this kind, packaging or "finishing," as it is termed here, is one of the major production operations.

Every package, including its contents, is covered by a specification, from which there must never be any deviation. This is extremely important in the drug business and is adhered to rigidly. A system of control by written specifications has worked out satisfactorily.

The best way to see how the specifications are arrived at is to consider what happens when a new package is to be placed on the market or an old one is changed, bearing in mind that by package is meant contents as well as container, either, or both. The request for new packages or changes in existing ones usually originates with the sales department as a result of the opportunities which are found in its field contacts. When it decides that something new is desirable the question is taken up with the packaging department, and the latter proceeds to prepare a covering specification.

This calls for close cooperation with several other departments. Thus the purchasing department is consulted with respect to the cost of materials, the production department on the cost of making up the package, the printing and box departments for the size and cost of boxes, labels and literature. The advertising department comes in on the copy and design and the analytical department on the type of cap or liner, whether a light or dark bottle is required, etc. All these departments make their suggestions and advise what to do in order to hold down costs and simplify production, and also to make a first class product put up in the most effective manner. For instance, the box department may suggest a size and type of box which will be suitable and much less expensive to make than that originally in mind. Or the department of research and technology may say that a certain type of cap with the right liner can be used instead of some other more expensive type. In other words, each department which has specialized on some phase of manufacture is consulted in order to get the full benefit of its knowledge.

One of a battery of presses installed in the printing division

When all of these details have been gathered together the packaging department has a sample made up which it submits to the cabinet for consideration. Costs and what the sales department thinks it can sell are submitted at the same time. This cabinet consists of practically all of the key men in the organization, and they pass on every item which is made. They may make suggestions, reject the whole plan, or approve the item as submitted.

If, or when, the item has been approved it is returned to the package department which then makes out the finishing draft on the form shown in Fig. 1. "Finishing" as used here, it should be remembered, refers to the completed item including contents and container, as well as carton if there is one. The finishing draft is in reality a specification sent in advance of an actual order for production to the several affected departments. Thus a copy is sent to the stock control department that it may set up the quantities of materials which will be needed; another copy is given to the literature control department in order that it may prepare whatever literature is to go with the item, and so on.

In addition to this, another specification is prepared on thin paper from which prints can be made. This is known as the finishing order and is shown in Fig. 2. The complete specification is in the top portion, while below are sections covering the bulk contents, containers, literature, etc. which are cut off and sent out as requisitions for materials which the purchasing department has already provided as a result of receiving the finishing draft. The finishing orders, of course, are



sent to the appropriate factory superintendents who will be responsible for the production of the item in question. They constitute the superintendent's instructions and authority. When the job is completed, the top of the order, together with the time slips and other cost data, are sent to the cost department where the costs are figured. Fig. 3 shows the finishing record. This is a copy of the finishing specifications for each item and is kept as a permanent record by the package department. Whenever a change is made in an item a new finishing record is written up and given a new charge number.

There is another point of practical interest. Many of the parts going into the finished item are standardized. Thus different types and sizes of bottles, boxes, caps, contents, etc., are covered by standard specifications, copies of which are kept in the office of the manager of the package department. Consequently when he fills out a finishing order, for instance, the bottle, or cap, or whatever the material may be is simply referred to by the number of the standard specification covering it. This standardizing wherever practicable not only simplifies the making out of the forms and insures accurate compliance with instructions, but also simplifies the keeping of stock and making purchases and, of no less importance, makes it possible to buy in larger quantities and get the benefit of lower costs.

The department of research and technology, to which only brief reference has been made, is one of the most important divisions of the company. As we have seen, it controls the finishing end of production to a certain extent, and it exercises close supervision and control over all of the products which go into the containers,

One of a battery of automatic folding carton gluers



as well as over all the raw materials. It also, in the research end, is continually at work on the development of new products and the improvement of old ones as well as on the improvement of processes. This department has recently been housed in new quarters which are the last word in industrial laboratories, both as to equipment and personnel. While most of the work done here is in chemistry, there are also physical, mechanical and photographic laboratories.

As has already been indicated, the company has its own printing and box making departments which are definitely a part of the finishing end of the business, and no description of the packaging operations would be complete without telling about them. After this will follow a description of the package production proper, which is carried in two departments, namely, the laboratory where the drugs are made and the perfume department which manufactures the cosmetics and toiletries. The description of these departments will appear in the August issue of Modern Packaging.



C. Holden, General Manager, Printing and Box Department

Printing and box making departments

BY P. C. HOLDEN*

A NYONE who has the opportunity to observe the style displays of drug store merchandise and packages in the United Drug Company's Rexall streamlined train which is now touring the country, will at once appreciate the importance of the printing and box making departments of this company. As a matter of fact, some 98 per cent of all the packages having printed matter are made in these two departments, in which the most up-to-date equipment is used.

There are two printing plants, one in Boston and another in St. Louis, both equipped to handle similar work, the main one being in Boston where all new developments originate. Both plants operate day and

^{*} General Manager, Printing and Box Department



Labels are carefully inspected so as to maintain a high standard of quality

night and have done so right through the depression. As to the volume of work which is done in these departments: During 1935 in the Boston plant about 1500 tons of coated board were used, almost entirely for the production of folding cartons, plus 120 tons of similar but heavier board for large cartons and display containers. In addition to this 70 tons of paper were used for labels, 44 tons of the best clay-coated paper for process color work, plus several hundred tons of book paper, newsprint, kraft and cover papers, making a total of more than 2000 tons. This is all in the Boston printing department alone.

There are three principal reasons why this work is done by the company itself. One is that the printing is under its own control and the company can get the kind of work that it wants and needs. In the second place, it must have service which will not delay shipments because some outside printer is unable to make prompt delivery of cartons or other printed materials. And in the third place the profit of the outside printer is eliminated.

The particular requirement for a shop such as this is one of versatility. There are thousands of different packages in the varied line manufactured by the company and it must be possible to handle all of them economically and quickly. Carton work extends from one color up to eight colors with additional impressions for embossing, varnishing, etc. Many different types of folding displays are produced for counter displays and all types of label printing in from one to six colors. In addition to this, candy box and similar wrappers are printed in as many as seven colors, including four-color process work with additional tints, besides all types of die-cutting, letter press, embossing and gold work. Thousands of other items are printed, including booklets, circulars and the literature which

goes into many of the cartons, plus order blanks, price lists, catalogs, the company house organ and most of the advertising material from small folders up to multicolor posters approximately 40 in. high. In fact, lithography and offset printing is the only work which is not done in the printing department.

With these requirements for versatility in mind, it will be interesting to see of what the equipment in this department consists. This equipment is about the same in both the Boston and St. Louis plants but we will consider only the Boston Shop. Labels are cut on Oswego cutters and the die-cutting is done on Seibold machines. There are Miehle vertical presses of the latest design which give 3500 impressions per hour and three of an earlier type which do not provide quite so high a rate of production but nevertheless do about 3000 impressions per hour. The three Kidder presses are satisfactory for carton work as they print and cut in one operation and are great labor savers. Color work is taken care of by Miehle cylinder presses of the one color and two color types.

The gluing of folding cartons and other work is done on International automatic gluers which have a rate of production of 30,000 per hour and which are serviced by Saxmayer tyers which do the cartons up in bundles of fifty. There is also a battery of die-cutters (Seibold) for small quantity jobs and in which a great variety of dies may be easily and quickly changed, and a Miehle cutter and creaser of the largest size, called "Old Thunderer" by the operators, is used for cutting and creasing printed cartons of which great quantities are used. Cleveland folders are on hand for folding the stuffers which are inserted in many of the cartons, and these each have a rate of 3000 per hour. The composing room, in addition to the usual bench equipment has a linotype machine.

The New England climate is extremely variable as to temperature and humidity, especially in the vicinity of Boston. As such variations are a severe handicap in the kind of high class printing which is done here, a complete humidifying system has been installed. And, as the printing department is operated nights as a regular thing, special lighting has been installed, with a color identification station conveniently located so that there will be no variations between color work done in the daytime and at night.

In the box department it has been necessary to provide for a wide range of versatility as in all other finishing operations, or operations connected with same. Much of the work here is manual, or a combination of manual and machine work. There is, for instance, a trained corps of expert hand labor for the making of fancy boxes for candies and perfumes which includes hand gluing and hand facing. These expert workers, some of whom have been with the company for thirty years, have been trained to the use of fancy papers, silk, plastic and other materials commonly employed in fancy box work, and this line of production is done with unusual economy. An instance of this is the fact that this was the only concern which was able to make a silk Mother's Day candy box in certain price classes.

All candy boxes, from the cheapest 39-cents-a-pound chocolate-covered cherries to those boxes of the finest chocolates which retail at \$2.00 a pound, are made in the Boston or the (Continued on page 81)



used by Force. The adventures of Bobby Benson and Sunny Jim are depicted in true "Sunday comic" style and the young reader is invited to "Follow Bobby Benson's adventures—a thrilling episode on every package of Force"

Kaleidoscopic packaging

For every manufacturer who has ventured into this type of package promotion, a hundred have shied away. What are the advantages, what the drawbacks of packaging for continued consumer interest?

THE term "kaleidoscopic packaging" connotes a type of package promotion that relies upon frequent changes or co-existent differences in package color, appearance or copy among packages of the same size, brand and contents. Within that definition may be found a series of variations, some of which have been successfully used and others of which have yet to be tried. To list a few, we have:

- (1) The doll-cut-out, used by several breakfast foods to arouse and maintain children's interest in the product and to convert the package into a premium. One or even two faces of the package is devoted to colored illustrations of paper dolls and their clothing. The child is presumed to hasten the finishing of the package contents in order to get the package itself, for cutting-up purposes. He or she is also presumed to encourage repurchase in order to get a new set of dolls.
- (2) The cartoon-continuity, likewise adopted by purveyors of children's foods. This method involves a series of cartons, each having some different incident in the pictorial life of a series of comic strip characters printed on one or more faces of the package. The prime essential is that each continuity or strip be independent—in time and action—of any other, as there is no means of insuring purchase of packages in any particular sequence.
- (3) The recipe, an old-timer involving use of a series of cartons or wraps identical except for change in recipes printed on back or side faces of package. Recipes might be changed at random—to encourage repurchase as a means of obtaining additional formulae—or they may be changed with the seasons. Thus instructions for serving the product hot would be used on winter pack-



ages, followed by instructions for cold service in late spring and summer. Variation might likewise be by geographical or other divisions, to accommodate different local conditions.

(4) The reference to radio programs, a comparative newcomer, usually labeled on to already completed packages and referring the customer to a current radio program of the packager's sponsorship. Has the weakness of building up listeners among the group already sold on the product rather than among new prospects. When used by makers of a number of products, in cross reference fashion, this objection drops out as a matter of course.

The four divisions listed above, by no means cover the entire range of kaleidoscopic packaging. The type of copy used and its means of application can be varied infinitely, according to the general merchandising plans of the manufacturer and the particular conditions imposed by his market, his product and his dealer relationships. But the essentials of the general scheme will be found, in every case, to involve the production of a series of packages, differing, one from the other, in one respect. It is the capitalization of this difference—in appearance or copy—that makes kaleidoscopic packaging pay. It is the difficulty of planning these differences that retards its wider adaptation.

First among these difficulties, is the fact of slightly increased costs. In at least one color, on any wrap or carton, the number of printing plates will be increased with each additional variation introduced. Yet, since most wraps and cartons are printed more than "one-up" (i.e., more than one to a sheet) this increased plate cost need not extend to printing itself.

A second production difficulty is involved in the problem of insuring an even distribution of each type of package variation in the average shipment to a dealer. Obviously, package variation, as such, is of no avail, if any dealer receives only one or two of a series. Thus, each shipping case must contain some semblance of an even proportioning of the different types of package.

A typical recipe panel is this, on National Biscuit's Holland Rusk. While, in this instance, used on a tight-wrap, and hence less likely to be preserved, others use similar panels on the carton board itself and invite the user to cut away, after the goods are consumed, and file for future reference

Methods of securing this difference may vary with the plant set-up. The simplest method is to assort the cartons or wraps as they leave the printing line, if this is practicable. This can sometimes be accomplished automatically. In other instances, a separate operation, either by hand or by machine, will be necessary to combine—in regular sequence—the cartons from several different stacks.

Where neither method is desirable, the assortment of different packages may be accomplished somewhere in the packaging line. In some plants, several cartoning lines join to feed a single conveyor to a casing line. In such cases, each line may pack a different package-variant—the several being adequately jumbled as they meet on the conveyor. This, because of machine peculiarities, is particularly practical in the case of round fibre or metal cans.

In other cases, where the average dealer shipment calls for several dozen packages at a single time, the shipping cases or bundles may be identified by letter or otherwise and variations accomplished in grouping for final shipment. In every instance, however, some added attention, and probably some slight added labor, will be involved in the process of providing each dealer with a representative assortment of differing packages.

When a different type of package variation is followed, wherein a seasonal change is involved, this problem is, of course, eliminated. In its place comes the problem of controlling dealer stocks so that none will be confronted with too great a supply of out-of-season packages. Similarly, care is necessary in the case of packages promoting a radio (Continued on page 78)

Kraft Phoenix Cheese Corporation advertises its Bing Crosby radio program by means of the lithographed metal cap on its re-usable tumbler-cheese jars. When the program changes, expect the covers to charge



THE EINSON-FREEMAN PATENT NBLE TRAY" KEGLINED Ca

The newest development in floor display is a novel combination of a "jumble" tray with a circular floor stand, developed by Einson-Freeman, covered by exclusive patents, and already proved probably the fastest selling "island table" type of open display.

Jumble Tray Top

Beats any floor stand with packages in regular piles or tiers, because the "bargain" effect of jumbled packages is an irresistible lure to customars to help themselves. tomers to help themselves.

- but slrong You can lift it with two fingers—yet it will hold almost as many cans as a strong clerk can lift!

• Stands solid - can't tip because cans slide to center, always maintaining the jumbled effect and their weight makes stand

steady down to the last can.

· Easy to move

Just pick up by two handles when you want to shift it or clean the floor.

Replica of can

The bottom portion permits a facsimile reproduction of any can in giant size or of two different labels on front and back.

Sets up quickly
Folds flat, sets up in two motions and so light and

Remarkably inexpensive!

Write, wire or 'phone for details . . .

EINSON-FREEMAN CO. INC.,

LITHOGRAPHERS · Long Island City, N. Y.

Telephone, IRonsides 6-8900

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45 TO RETURN

FREE to executives - America's first "Cruickshank calendar", reproducing 6 famous prints.



Displays put over new use for old product

Hygienic Products Company plans small counter units to bring Sani-Flush out from behind dealers' counters

SOME PRODUCTS are "naturals" for display—being given the most prominent positions in dealers' windows and on their counters almost as a matter of course. Often, in fact, such display is given in spite of an intense dealer dislike for the price policy of the manufacturer or for some other feature of his sales methods. Something in the universal and repeated demand for the product impels the dealer to recognize the customer-attracting and sales creating power of such products—even when he deplores his inability to handle these items at what he considers a fair profit.

In contrast, other items—in spite of steady demand, national advertising and all the other elements of smart and cooperative merchandising—frequently fail to emerge from their back-shelf or under-the-counter positions. Yet even these can be brought forward—so

successfully in fact as to produce sales increases running as high as five hundred per cent—when displays are properly planned and properly tied in with the dealers' interests and the manufacturer's consumer advertising. An outstanding example of the fruitfulness of planned displays under such circumstances is to be found in the experience of the Hygienic Products Company, producers of Sani-Flush.

This firm has been manufacturing and marketing its patented formula for cleaning toilet bowls without scouring—Sani-Flush—since 1911. The product has, for all these years, enjoyed what might be termed a "firm" market. It filled a necessary function in millions of households over the country.

Consistent national advertising brought the knowledge of its annoyance-saving existence to the nation's housewives and they, in turn, converted this tremendous circulation of printed advertising—which in the current year averages 46,000,000 ad reproductions monthly—into a stream of steady sales for thousands of grocers. Moreover, a consistently maintained price policy has enabled both the dealer and the distributor to make a fair profit. (Continued on page 56)

Krueger sweep for canned beer

BY FRANCIS D. GONDA*

A Triumph of Quality-and Store Display

FROM FEBRUARY to August, 1935, it was entirely dependent on the Krueger Brewing Company whether America would "take" to canned beer—and if canned beer would "take" America.

If the taste had not been right—if the quality had not been right—and if the merchandising tactics used by Krueger had been less aggressive (and *effective*) the novelty might have gone the way of other short-lived crazes in America.

As a matter of record, the Krueger organization was first to sense the enormous possibilities latent in beer in cans. This modern substitute for the old-time tin "growler" had hardly appeared on the horizon when the Krueger Brewery, then newly risen from a preprohibition record of staid reputation, literally leaped at the opportunity for the leadership thus offered.

And for six solid months, while can makers were struggling to supply the demand created single-handed by Krueger, Krueger's was the only beer available in cans. Rarely does such an opportunity come to any concern to establish not only what is, after all, a "specialty," but the brand and product as a *whole*. And Krueger took full advantage of it, using as one of their strongest merchandising weapons the tremendous concentrated power of store displays.

Starting with a series of interesting "dialogue"

Starting with a series of interesting "dialogue" counter displays for the bottled variety, Krueger's used every method for pulling more eyes to their message that a shrewd understanding of human psychology and a keen merchandising sense could devise.

A canny (no pun intended!) use of humor in caricature, the effective employment of the movie "close-up" in smashing giant heads in the window, double-sided flange signs for doors and walls, plus a genuine "self-selling" tie-up inside the store in a novel combination of floor-stand with "bargain jumble" tray—and Krueger's crashed in where even its name was unknown.

Originally a product of relatively limited local distribution, it quickly swept the Atlantic seaboard and began to take on the aspects of a nationally distributed and known "packaged" brand.

Incidentally, it is a significant fact that Krueger's laid particular stress on the display of the effective package. Counter displays were specially designed to hold the actual can or bottle. Window displays always featured the package and provided "step" side-pieces on which the product could be stacked.

And the "jumble tray" floor stand, which Krueger's were first to use as a potent weapon to secure distribution, was built in the semblance of the can itself—one side showing the beer label and the other side reproducing the color scheme of the ale.

The extent to which window and store display was used in Krueger's merchandising campaign and the major part it has played in Krueger's enormous success, indicate unmistakably the increasingly important role this medium will have in any complete marketing plan henceforth.

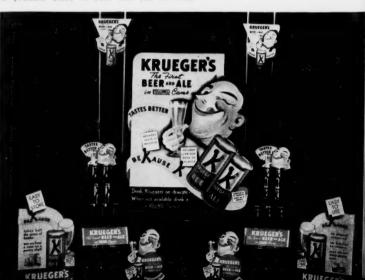
* Vice-President, Einson-Freeman Co., Inc.



Jumble basket with circular floor stand permits display of one and a half to two cases of beer



Typical window displays used by Krueger's to promote sales of Beer and Ale in cans





Counter displays with a "dialogue" motif, proved effective in promoting sale of bottled beer. Double sided flange sign for doors and walls was another potent sales weapon





Wooden shoe stand with interchangeable card insert for window and counter use Turntable provides animation for series of four seasonal Taylor-Made Shoe displays. Superstructure mountings designed to include appropriate shoes for each season. In each case products, cards and advertiser's message on turntable revolve presenting complete seasonal message





Budgeting Display Appropriations

BY EVE MAIN

An interview with Maximilian Kallenberg, president of Kay Displays, Inc.

THE MOST expensive displays, to any advertiser, are those dealers never use—and there are thousands of them! If a check-up were made to learn why they are not used, it would probably show that the main reason is because some other advertiser sent more appropriate display material. This doesn't necessarily mean that it was more costly to produce, but undoubtedly it was better planned, more timely, more pertinent to the dealer's needs, or perhaps it fitted better into his scheme of store and window decoration.

The trend in display effort is definitely towards circulation value. Advertisers are becoming more and more aware of the fact that their dealers cannot be counted as so many noses but that they should be classified according to the circulation value of their stores and counters when displays are being planned. Those dealers offering an advertiser the greatest circulation value are obviously entitled to quality displays in keeping with the greater sales volume they are able to provide. Smaller dealers should not be neglected either. Displays can be planned for them that will bring results in proportion to the investment in such displays, but these too, should be based upon the circulation values of the group of stores they are designed to reach.

In well planned display appropriations, many adver-

Turntable display used by Bird & Son as hub of promotional sales campaign. Actual floor covering used on top of turntable with which was supplied three different superstructure mountings. After completing display obligation to advertiser, dealer is presented with turntable for own use

One of a series of Fostoria superstructures used with a 20 inch chromium top turntable for department and jewelry store windows and counters



tisers divide their dealers into at least three groups. Displays are designed for each group according to circulation value and potential volume of business that can be expected from them. In this way only can an appropriation be divided to provide suitable displays for each group with reasonable expectancy that they will meet with approval of the dealers.

"A" dealers, for example, represent major outlets doing a real volume of business. Their stores are usually located on busy streets in larger cities or towns. Their window and counter display space is valuable and these dealers know it. If an advertiser expects to get any part of his share of this advantage, he must supply display material worthy of the space it is intended to occupy. This type of dealer is on many preferred lists. He has an abundance or more likely a superabundance of displays from which to make a selection. He can afford to





be selective and you can depend upon it that he will use only displays that he feels are most certain to attract his customers and induce them to buy. Average material is seldom used and cheap flimsy displays are consigned to the cellar or rubbish heap.

"B" dealers are substantial merchants whose volume may not equal that of "A" dealers, but is worthy of cultivation. Displays for this group must not be tawdry and perishable if they are to merit any of the circulation value this dealer has to give. He, too, plans his store displays carefully and has a wealth of materials from which to choose. This situation can perhaps be met by sending him display material equal in value to that sent "A" dealers but with less frequency. In this way the appropriation for "B" dealers can be kept in line but with reasonable assurance that material sent will be used in preference to that sent by advertisers who have planned with less care and consideration.

"C" dealers represent that vast group of small merchants whose total volume of business—and display circulation value—must not be underestimated. These dealers are frequently located in small towns or in neighborhood localities where buying is done more leisurely and where displays are more likely to be read. For this reason, less costly displays are suitable and provide a comparable circulation value in proportion to investment, to that realized from the other two groups.

To put it even more plainly, the division of dealers into groups enables an advertiser to budget his appropriation for display material along sensible lines whereby the dealer who merits more dramatic and striking displays on a true basis of greater circulation, gets them. And the dealer whose volume of business and circulation potentialities do not warrant such investments is not allowed to deprive the advertiser of greater benefits to be obtained from better displays in better locales. The following chart worked out by Kay Displays, Inc., illustrates how one manufacturer with 15,000 dealers budgeted a \$20,000 display appropriation:

Dealer Class	No. in Class	Total Sales	% of Budget	\$ per Class	\$ per Dealer
A	1,000	20%	20%	\$4,000	\$4.00
В	4,000	35%	35%	7,000	1.75
C	10,000	45%	45%	9,000	.99

If this appropriation had been divided equally each dealer in each group would have been allotted \$1.33 per display, depriving "A" dealers of \$2.67 per display, "B" dealers of 42 cents per display and would have given "C" dealers a bonus of 34 cents per display. Providing small dealers with display material in excess of expected returns at the expense of major outlets has too often resulted in the refusal of dealers "A" and "B" to use displays provided, because they are not of a quality these dealers feel justified in expecting, thereby sacrificing ideal locations.

The government recently made a survey which revealed that druggists had reached a point where they were surfeited with display material. According to published results of this national survey, the average druggist has but three available windows. If he dresses each window once a week (the average is once in ten days) he can use only 156 displays a year. Opposed to this is the fact that each reporting druggist received between 250 and 350 manufacturers' displays or approximately one for each day in the year. Naturally, with such an enormous quantity of material to choose from, the druggist will use only such displays as he believes will draw in the most business. Asked for the basis of their selection of material used, these reasons were given:



Counter fixture type display made of wood to harmonize with store interior. Schick Injector razor and blades with pictured instructions for its use encourage customers to work it themselves

Permanent cooperative type display distributed by Coca-Cola. Advertiser retains small portion for mention of his product but bulk of display devoted to dealer's own merchandise







Carefully designed hang sign of wood and chromium for Bigelow dealers featuring advertiser's product only

Cooperative hang signs made of wood which are suspended in windows or at prominent points in stores—a dual purpose display featuring the dealer's message with mention of the advertiser's product

the pieces must be new, distinctive, appropriate to the product, the right size, in good taste, a help to store prestige and easy to install, all of which depended upon the merchandise itself. It had to be profitable to sell, salable at full price, a fast seller at a fair price, of satisfactory quality and regularly stocked. From this it is apparent that competition between displays has reached disturbing proportions even if all druggists are taken as average. But there is no average druggist and larger ones are far more critical of displays than small neighborhood stores.

Preparing displays to advertise any product and shipping them indiscriminately to an advertiser's entire list of dealers without taking into consideration the needs and desires of the three separate groups, is so much wasted money and effort. Just a peep into the cellar of any fine store discloses a confusion of display material that has never shown its face in the store.

A most effective display, invariably used in preference to others, is one that is cooperative and does a real selling job for the dealer's own merchandise as well as the advertiser's product. If the display is cooperative, the dealer will want to use it indefinitely and this calls for a permanent material like wood or metal. One of the most popular types of cooperative displays is the battery operated turntable. This has been found to be

doubly acceptable to the dealer because it provides motion, attracting attention wherever operated, and because he can use it to increase sales on other merchandise after it has done its job for the advertiser. The standard turntable has a diameter of 13 inches and is 5 inches high. A metal rotary skirt provides a space 5 inches by 40 inches on which may be printed the name or message of the advertiser. The superstructure mountings are made of cardboard or a composition material with a wood base which has more rigidity and permanence, and these mountings may be changed from time to time providing new and interesting displays at little expense. The turntable mechanism is simple, requiring no installation or wiring and, since it is portable, it may be used in windows, on counters or on the floor of the store.

Turntable displays are chosen by many advertisers for special sales promotions, after which they become the property of the dealer, who is free to use them for other merchandise of a non-competing nature. In many instances, the advertiser goes a step further in cooperating with his dealer by supplying, in addition to mountings to be used for his own product, blueprints for the construction of the dealer's own mountings which can be made by his local sign painter.

Bird & Son, manufac- (Continued on page 55)

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Gallery of advertising displays



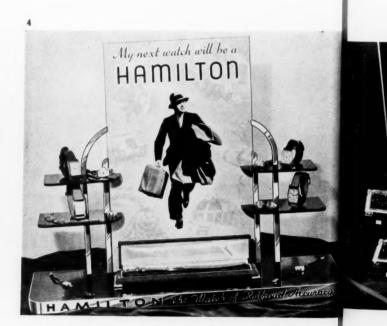


From the numerous photographs received, the editors of MODERN PACKAGING select a few each month for reproduction in the Gallery. The selections are made on the basis of interest, unusual design, construction and novelty. A selling idea is considered to be of greater value than beauty.

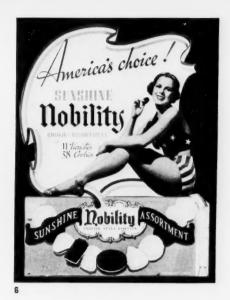
1. This counter display carries three each of three different sizes of paint cans. It includes a pocket to carry color charts and is small enough for use on a dealer's counter, where space is at a premium. Designed and produced by Erie Lithographing & Printing Co. 2. This floor stand provides attractive display for various biscuit items in the Keebler line. It is built of green lined corrugated board and is simple to set up. Produced by Gair Thames Con-

tainers, Inc. 3. An example of active sales appeal offered by a product display stand developed for the McCormick Sales Company by the Ottawa River Paper Co. 4. An unusual new cardholder has been developed by the Hamilton Watch Company, using Synthane laminated bakelite for the base and shelves. The supports are chromium plated. The display is designed so that the cards may be changed to tie in with current national advertising. 5. A display card for Jack Frost Granulated Sugar, features a tempting array of summer fruits and a luscious strawberry shortcake. It is the latest development in the Jack Frost plan of related selling which helps grocers to take advantage of the repeat calls for Jack Frost sugar by selling other ingredient items. Designed and produced by Brett Lithographing Co. 6. A gummed window poster with patriotic eye appeal, is very popular with the dealers and is easily applied to windows; has pepped up sales immensely, especially the holiday business. Designed and produced by Brett Lithographing Co.









7. Window display distributed by Bauer & Black in conjunction with First Aid Week, featuring first aid supplies. It ties in perfectly with all of the "safety first," "drive safely" and other similar propaganda so much in evidence at this time in newspapers, magazines, bulletin boards and elsewhere. Designed and produced by Zipprodt, Inc. 8. The Consolidated Cigar Corporation here employs a fullcolor giant reproduction of their box of 50 Dutch Masters in their newest window display. Created and lithographed by The Forbes Lithograph Co. 9. An innovation in a retail counter display. It is made of corrugated board and is unique in that the corrugations are used to display the product. A Necco Pop is inserted in each corrugation of the side panels which are cut diagonally for maximum display and color. The background has a gray basket weave pattern over which the copy is printed in orange. A number of these individual units are packed in a corrugated shipping box. Designed and produced by Hinde & Dauch Paper Co. 10. The July Coca-Cola poster suggests "cool and refreshing" without saying so in as many words—the locked-in-ice illustration does the job admirably. Designed by D'Arcy Advertising Company, Inc. and produced by The Forbes Lithograph Co.



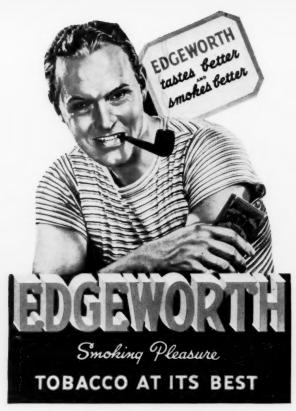








The business man display features both Edgeworth and Edgeworth Ir.



A large display for summer, finished in brilliant colors

Edgeworth in the stores

BY JOHN M. PALMER*

W INDOW DISPLAYS form one of the most effective arms of the sales offense of Larus & Bro. Co., Inc., of Richmond, Va., manufacturer of Edgeworth, Hi-Plane, Luxury and Keg smoking tobacco, also Domino cigarettes, enjoying a nation-wide distribution of these products. This company has constantly used fine lithography in the windows of its dealers in practically every city in the United States. The company's own window trimming men do most of this work so as to contact the dealers and to spread goodwill and to reflect directly the character and standards of this fine southern organization.

In an interview, C. T. Lucy, advertising manager, stressed three points for the successful use of window displays: First, a real selling idea with the best of art work and a close study of the display lettering; second, the purchase of quality in lithography, ten or twelve colors when necessary, and the use of good heavy mounting board and top grade easel stock; third, an effective plan of distribution in timing the material with the national magazine advertising.

The 1936 Edgeworth window campaign is an outstanding example of well-planned point-of-sale adver-

tising. The work was started in the summer of 1935, six months in advance, to avoid last-minute rush. It was decided to use one character throughout the year, and over one hundred photographs were made of this Mr. "Edgeworth" in many different styles of dress and pose-his services being procured exclusively for all pipe tobacco. A number of the best "shots" were then carefully painted and appropriate side cards were designed for each of the main displays which featured "Edgeworth" and the new product "Edgeworth Jr." By combining the purchase of all of these displays at one time, better quality, and much more material was obtained with the display appropriation, since the lithographer had longer runs and was able to work in many additional smaller cards and supplementary material for various uses at very slight increases in cost.

In an accompanying illustration is reproduced one of the big lithographic sheets which shows how parts of different displays were combined to effect economy in production. With plenty of window material on hand, the Larus window trimmers can take care of any situation, from a very small window to a most elaborate one.

The following paragraph from a letter from the

MODERN PACKAGING

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Larus company tells of the importance of window displays in the general plans:

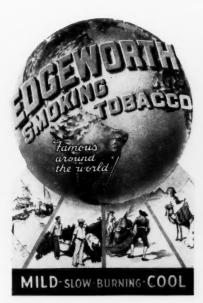
"For several years past you have made practically all of our window displays. They are the best we have ever used, and our appropriation for this branch of our advertising activity has been steadily increased. Magazine advertising has always been the backbone of our advertising policy, and we depend upon our window and dealer displays to recall to the consumer at the point of purchase the message contained in our magazine advertisements. The sales figures tell the balance of the story, and the fact that we are continuing to use window displays in increasing quantities every year is about the best testimonial we can give for this item of advertising material."

The complete plan as followed by the Larus company affords an excellent example of packaging which



Above is a two plane display with the top of the letters of the word Edgeworth die-cut. It introduces the new Edgeworth character.

Right: Luxury smoking tobacco is advertised largely through window displays and dealer tie-up. Below, from left to right: The circle is always effective in display work. The still life display in large size in a two plane effect was so popular with the dealers that two complete editions were used. All of the Hi-Plane displays carry airplane pictures, as do the packages, for quick attention and tie-up













is successfully coordinated with the subsequent steps that lead to consumer acceptance. As stated, the company's magazine advertising constitutes a major policy and enables an initial contact with potential buyers which, with the subsequent follow-through-as afforded by the window displays-carry the observer to the point of direct contact, the sale of the package as made over the counter in the store.

Likewise, in the planning and purchase of the window display material we find a similarity of practice as compared with that of successful package development. In the displays we find the incorporation of real selling ideas, the utilization of sound merchandising principles which can attract and convince the buyer.

ticular feature of the latter,

For Domino displays, the character on the original package is presented in various poses. Featuring of the package with powerful lettering gets across the Keg message

means of obtaining the cooperation and appreciation of dealers but also as eliminating a considerable waste of material and ideas which is too often encountered when the manufacturer distributes his displays accompanied only by written or pictured instructions.

The wastes attributable to a disregard of this lastmentioned consideration constitute one of the weak points of a manufacturer's promotional plan. Too fre-

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Next is the consideration given to economical production that takes into account the sensible purchasing of service and materials. And lastly, but by no means least, coordinated distribution. A parwhich should be considered in its full implication to other product manufacturers, is the work which is done personally by the distributors of the lithographed displays. contact service is of unlimited benefit, notably as a



Parts of different displays are combined to effect economy in the production of the lithographed sheets. All illustrations accompanying this article are furnished by courtesy of Palmer Advertising

quently, after he has gone to the expense and trouble of obtaining well-planned and effective displays, a check-up will reveal that these are being inadequately or improperly used by the dealer. This is not due to an unwillingness, on the part of the latter, to use the displays but rather to a lack of understanding as to just what the display can do in cooperation with the manufacturer's other promotional activities.

The "Gin Twins"

GIN DAYS are here again! And Seagram's have lost no time in proclaiming it through their striking new displays.

Inspired by the popularity of the "quins' 'and the "quads" of more recent fame, Seagram's have created the "Gin Twins," two jaunty little clay figure bellhops, who furnish the theme for their entire gin campaign. The twins personify their two brands of gins—Seagram's Superior and Seagram's King Arthur. They have a breezy "at your service" manner, effected by pleasant ear-to-ear grins, an amusing supercility and an alert chins-up pose. They look for all the world like the little caricature puppets that are used by ventriloquists.



They have a rare ability to bring the smiles to the faces of those who see them, which is certainly a sale half made. The real "come-on" in the display is effected by each twin offering a tray on which rests an actual bottle of King Arthur Gin and Superior Gin respectively, with a tempting, cool-looking tall gin drink beside it, and the bottle-cap nonchalantly placed near the bottle.

"Displays are becoming increasingly important in influencing direct and immediate sales," says David M. Davies, advertising director of Seagram's, "and are made a part of the newspaper and magazine campaigns. The Gin Twins display has been a favorite among package stores and bars, and in the short time that it has been released, there has been a very marked increase in Seagram Gin Sales."

Budgeting Display Appropriations

(Continued from page 49) turers of floor coverings, recently conducted an intensive promotion campaign using turntable displays as the basis of their advertising effort. The campaign lasted six weeks and Bird specified that the display should be used by each dealer at least one week in the window and five weeks in the department. After that, the turntable became the property of the dealer and he could use it in any way he wished. The Bird turntable display was designed with three mountings, the first delivered with the turntable and the others at intervals of two weeks, so the dealer was enabled to build a new display every two weeks with the result that for six weeks in each store there was a continuous drive to sell more Bird products.

The turntables were distributed by salesmen to stores in their territory with the greatest potential volume of business and in addition to receiving increased initial orders, the salesmen were able to build up sales during the life of the campaign well beyond the point they would ordinarily attain. After the promotion had been in the hands of salesmen for two weeks, Bird & Co. was swamped with requests for anywhere from three to ten times the quota assigned to each salesman. This reaction was attributed to actual field demonstration in the few spots where the display had been working long enough to give some indication of sales possibilities. This experience indicated that five times their original order for 500 promotions could be utilized in perfect balance between sales volume and promotional expenditure.

The turntable method makes possible a controlled program of dealer displays concentrated to support activities of sales representatives and dealer outlets at the point of sale, throughout the year. By changing the mountings each month, a single animated unit is converted inexpensively into twelve timely displays and with each change sales receive fresh impetus.

A second type of cooperative display is that used by Coca-Cola Company, who rank at the top in consistent use of appropriate dealer displays. Recognizing the importance of obtaining that most prized and highly competitive space in the retail drug store-position at the soda fountain-Coca-cola has been quick to offer fullest dealer cooperation in return for mutual profit. Not only must Coca-Cola displays comply with primary dealer requirements, but in addition must serve a useful purpose and have permanent value. The menu sign, made of wood, illustrates the cooperative type of display they prefer. In this instance, the advertiser retains only a small portion of the display, just enough to mention his product and the remainder is devoted to the dealer's own fountain items. The advertiser furnishes letters and figures with the sign so the dealer can arrange them to suit his convenience. The quality of design, permanence of material, the fact that the sign helps the dealer sell his own products, are all inducements for him to use it indefinitely. Although initial expense may seem high, the life of such displays compared to average material, is so much longer that on that basis alone, it represents a better and more profitable investment for the advertiser.

The hang sign is another important method of dis-

play. It secures for the advertiser a prominent and permanent display since these signs are usually hung in store windows at eye level, or in well selected locations over counters or cashier's register. Consequently they are entirely independent of any other display and their message does not conflict with others; in fact, they dominate their location. The signs are made of wood and are designed to harmonize with store interiors. Experience indicates that once these signs are hung, they usually remain indefinitely and become permanent fixtures in the store. Many hang signs are cooperative in nature, with the message calling attention to other store items but featuring the product of the advertiser. They outlast practically every ordinary sign because the dealer has a part in them.

Discrimination should be used in choice of design and color for counter display units. Here again the dealer is confused with quantities of displays in variegated colors and shapes. He is beginning to pay more attention to his counters and unless a display is in good taste and fits in with his other material, he will not consider it. Counter displays should be planned to harmonize with the store's scheme of decoration and appear as much like a fixture as possible. Wood is used to a large extent for this purpose since it fits in more readily as a fixture, doesn't warp, cleans easily and doesn't look dog-eared after a while, but lends tone and prestige to the product it displays.

The value of any display can be judged by its effect upon sales. If it doesn't increase sales, it fails to serve its purpose. The advertiser who supplies his dealers with displays of merit realizes more on his investment than he does through any other medium. After all, other forms of advertising are brought to the attention of people when they are perhaps far from stores selling products advertised. Displays, appearing at the point of purchase, often result in an impulse purchase just at the time when money is about to be exchanged over the counter. For this reason, they become a forceful, entirely profitable means of advertising. Good displays are not necessarily expensive if accomplished with an understanding of individual requirements of the different classifications of dealers.

Displays Put Over New Use

(Continued from page 43) Yet, in the words of W. P. Lash, manager of the sales co-operative department, "In spite of the steady sale of Sani-Flush, it has been hard, until recently, to get stores to give prominent display space to our product because the turnover is small compared with many other household cleaners, the average family using only eight or nine cans a year for cleaning toilet bowls."

The problem was attacked in two ways. Some eight years ago a second major use was discovered for the product—namely the cleaning of auto radiators, Sani-Flush, it was found, was effective in removing rust, lime and scale without harm to the radiator or connections. And, at the small cost of ten cents per can, the product proved an extremely economical cleanser for this purpose. This use, like the original one, was

widely publicized by both direct mail and national magazine advertising.

To an extent, this served to increase the volume sold per dealer and—important in justifying display—it increased the number of potential users and purchasers. Thus, a basis was created for a determined effort to effectuate the second attack on the display problem, which took the form of developing a series of display units that would meet with dealer desires and justify themselves in terms of sales.

The Forbes Lithograph Company was called in and, after a series of store condition studies, a small counter basket was devised holding approximately ten cans of Sani-Flush. Lithographed in full color, these baskets featured—on their six display surfaces, both applications of the product, while providing, at the same time, space for price marking and prominent display for the well advertised lettering of the name.

"Most of our store advertising is placed by our own salesmen," declares Mr. Lash, "and, after careful analysis, we have found that this simple little basket was—in terms of usage and sales—the most successful merchandiser we have ever used. Dealers found that the basket actually sold the product and, in many instances, our salesmen found them still in use weeks after they were installed. In spite of the difficulty of securing chain store cooperation in the use of such displays, we have, on several occasions, received requests from large chain organizations for these baskets, with the promise that one would be installed in each store in one or more regional divisions.

In a recent analysis of the effectiveness of these displays, conducted in two Kroger stores, sales increases were scored totaling, respectively, 215 per cent and 533 per cent. In the instances cited, floor displays were erected out of massed merchandise—including motor oils, metal polishes, chamois, etc., surmounted by the basket merchandiser. Each test display was maintained for a week and each developed, besides the aforementioned Sani-Flush sales increase, a pronounced increase for all the items shown.

Accompanying the display baskets—and an integral part of the plan for earning display space, are two other items of interest both from the standpoint of design and that of effectiveness. One is a display card, likewise lithographed in color, serving as a point-of-sale reminder of the message of the national advertising—telling "what it is and what it does"—likewise created by Forbes. The other is a die-cut, full color "cut-out" which sets around a single can of Sani-Flush and this—at low unit cost—creates a three-dimensional merchandise display which possesses wide attention value while demanding only the smallest amount of counter space.

Both these items, as well as the basket display, have the additional advantage of being applicable to both window and counter positions and of doing a complete job either as individual units or as a group. Thus, among dealers interested mainly in the automobile market, the cut-out might be used alone or in conjunction with the basket. On the other hand, those seeking the housewife's trade, might feature the basket in conjunction with the display card or—in mixed markets—combine the virtues of all three.

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Let's package brandy

BY DOMENICO MORTELLITO

FUNDAMENTALLY a product is packaged for three main reasons. Portioning in adequate salable volumes, Distribution and last, but most important, Design. Its sales value depending directly on how efficiently and effectively the package tells at a glance what it contains and what the particular characteristics are of this product. In short, the product as packaged, is the right amount, of exactly what you want the moment you see it. It is the right shape and size, and arrests the eye so that it impels your sense of smell, taste, or the particular feeling which one should get from that product.

In this country more than anywhere else in the world the competition is keen, and we have thousands of products crammed together on the shelves and counters or in the display windows of stores; more than ever is fine packaging the most vital factor of production. Too many firms have made the sad mistake of just adding a brilliant color to their packages, disregarding the essential necessity of making the package say most effectively what it contains. It its stead we have had "glorified" packages which are probably amusing but disastrous to the business whose interest primarily is selling. The majority of people wish to be sold, whereas the minority plan their buying. If an article is glorified beyond comprehension, people cannot make up their minds about it. In order to sell, you have to arouse the desire for your particular product, so that there is no question or curiosity about it. The package can, and should do this. Briefly it sells itself.

A designer is apt to make small mention of, or not mention at all, the problem of protection of the product, chiefly because it is taken for granted that the chemical engineer as a rule specifies what particular material should be used as a container for the product so that there will be no conflicting chemical reaction in the product contained. Two materials commonly used are: glass and treated metals. Plastics are being more extensively utilized as well as wax containers. While this is primarily a question of chemistry, it is most closely considered with the psychological effect the product used in the container may have in your sense of taste, hygiene or any physical association with the product contained.

A product which is just the right amount of exactly what you want the moment you see it is a product packaged with the consumer's convenience in mind. It is most important to know whether or not the product is to be primarily carried on the person, placed on a shelf or carried on a tray. Any excess contrivances for the balancing of a product, any excessive packaging which complicates the consumer's approach or utilization of the product is a sure example of poor packaging.

Let us take, for example, packaging brandy. Brandy has certain outstanding characteristics, those of taste, smell, and the inevitable infliction of age. This product is standardized in sizes of pints, quarts, and fifths or cases of such sizes, seldom in gallons or half gallons (which, incidentally, would make a grand sales package). Wouldn't you prefer buying an actual gallon keg of brandy instead of four quart bottles, or a threegallon keg instead of one dozen quart bottles? "A real keg of brandy." Here is one of the ideal schemes for brandy packaging. Unfortunately there is a section of code 673458629, in article CCXXVIII under the amendment repealed which has nothing to do with the bottling works of America, let us say. Which I am made to understand says something about the illegality of packaging brandy in anything except the quart, pint or fifth sizes. The most popular sizes are pints and quarts, and fifths.

Let's consider either of these three. The shape of a brandy bottle should imme- (Continued on page 77)





Suggested design by Mr. Mortellito for brandy bottle and carton. The rendering was executed primarily for the purpose of reproduction. Actually the lettering on the "wood" carton would be burned in with hot dye. The label on the bottle would be cut out and treated in the same medium. The stopper is to be made of cork and wood and the glass is to be clear, showing the actual brandy through it

Cellulose wrapping

From Novelty to Necessity in Eight Crowded Years

FROM the wonder-wrapping of eight or nine years ago to today's ingeniously contrived and gaily printed transparent cellulose packages is a tremendous jump—the product of the combined efforts of hundreds of chemists, machinery builders, ink-makers, adhesive specialists, designers and heaven alone knows how many other trades and professions.

Yet because the change has been made step by step and as part of the parallel growth of packaging technique in general, the average manufacturer—and for that matter the average consumer—takes each new and phenomenal improvement as a matter of course, hardly pausing to realize that the package at hand represents a radical change from what was available a year or a month before.

The first applications of transparent cellulose to packaging took the form of a substitute for the protective outer wrappings then available. The principal advantage sought was a greater degree of transparency to permit the product to be shown visibly and to obtain a clearer reading of the printing on the package. Naturally, transparent cellulose provided this improvement and thus won ready adoption.

Yet, even then, it was realized that the material was not limited in its advantages *merely* to its superiority as

a transparency. Other claims were immediately put forward, and immediately accepted. It was found that the material was greaseproof, moistureproof, dustproof and germproof, that it demonstrated a pronounced ability to preserve the freshness of materials wrapped within it. Experiments were quickly made along two directions. First, that of widening the number of products to which the material might be applied logically, a process made particularly easy by virtue of the novelty of the material itself and the public interest in it. Secondly, inventors-amateur and professional-proceeded to enlarge the number of ways in which the material might be used. Thus, at the instance of manufacturers seeking new packaging materials, because of good merchandising and selling and particularly because of the advantages to be obtained from its use, a second field began to open up.

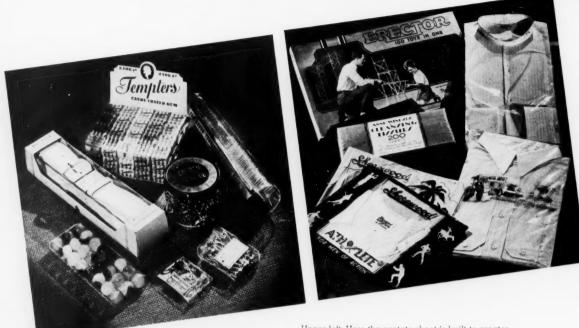
This field included a large number of products which had previously been unpackaged because of the necessity of displaying their shape, size, color or texture. Particularly noticeable among these were the textile groups: shirts, hosiery, lingerie, etc. which were protected from soiling and shop-wear by wrappings of transparent cellulose.

Parallel with these developments, attempts were





Meeting many of the desirable properties required of wrapping materials, transparent cellulose in plain and printed sheets has won consistently increased acceptance. Packages shown on this page through courtesy of Package Paper Co., a division of Nashua Gummed & Coated Paper Company





Upper left: Here the acetate sheet is built to greater thickness than that required for wrapping, thus providing rigid containers and displays. Below: Transparent cellulose used in "window" cartons and envelopes. Upper right: Cellulose sheeting for shopwear projection and visibility. Illustrations, courtesy of Celluloid Corporation

est days, some printing was done. But the main body of this development is the product of more recent achievements.

Meanwhile, other developments came so thick and fast that it is impossible to list them in chronological order. It was found that the material could be made in various tints of colors, and new decorative fields were thus opened up-particularly where it was desired to emphasize the color of the merchandise within a container. Naturally, this ability to impart a lasting, all-over background tone to the cellulose sheet proved of even greater importance after printing processes had been developed, since it then became possible to create what were in effect transparent fancy papers-glistening, brilliant and colorful, yet having the virtue of transparency. In fact, the sheen, the brilliance and the protective qualities of the material itself were found to be so desirable that converters discovered markets even for darker colored sheets with almost opaque backgrounds. Thus, in some instances, the primary advantage of transparent cellulose passes out of the picture before the host of secondary advantages which become of primary importance in particular cases.

The next greatest development following the advent of transparent cellulose was the development of the moistureproof sheet. This process took two forms. In one, the original transparent cellulose (known as viscose cellulose) was treated with a thin film of lacquer on both sides and thus rendered resistant to the transmission of moisture and impervious to humidity. It is, therefore, widely used to protect goods susceptible to damage by dampness or (Continued on page 64)

made to print upon the material. It was realized by all concerned with the development of cellulose wraps, that a printed wrap would offer untold possibilities, both of greater attractiveness and for lowered cost resulting from the elimination of printed secondary wraps on products.

Yet, for some time, progress in this direction lagged, primarily because transparent cellulose could not be treated in the same manner as ordinary papers on the printing press. It required not only the development of new equipment and new inks but of a completely new background of experience and technique, before the printed cellulose wrap, as we know it today, became a practical possibility. True, even from the earli-



CONVENIENCE

...is the Keynote of Armstrong's Embossed-Top Corks

CUSTOMERS like the closure that is easy to operate . . . the kind that is easily removed and replaced in opening or resealing your bottle. That's why Armstrong's Embossed-Top Corks are used to seal a wide variety of products for modern manufacturers. A simple twist removes an Embossed-Top Cork. A turn and a tap put. it back in the bottle neck where it seals the product as securely as ever.

And this is only one of the sales advantages you receive with an Armstrong's Embossed-Top Cork. The wood tops can be handsomely embossed with your trade-mark so that product identification is made positive for the life of your package. Consumers will see your name every time they use the bottle and remember it when they re-order.

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Armstrong's CORKS



Editorial opinion

Page the "movie doctor"

Of recent years probably no development has been of greater importance to education than that which has pertained to and been made possible through the use of the "movies." While originally these were regarded as a source of amusement, it was but a short time before the possibilities of the motion camera were recognized, and from that humble beginning has grown an immense industry, the usefulness of which has spread far beyond the realms of mere entertainment.

In its entertainment function the motion picture still maintains its greatest popularity or acceptance, but its application to research study and the realization of its usefulness in industry and the sciences generally are making progressive strides, and it can be safely predicted that the time is not far off when the latter accomplishments will vie with those now attained in

the entertainment field.

One recalls the early showings of "slow motion" photography, likewise regarded as something of a curiosity. Then later, applied to athletic feats we were able to witness, by this means, the successive actions in slowly modulated time of the pole vaulter, the discuss thrower, the sprinter and the golf expert. Similar studies were applied to plant and animal growth, to the phenomena of nature and to innumerable other subjects concerning which, previously, but few people had known little of. It was this development, involving as it did the consideration of certain engineering subjects, that led to the idea of further improvements that would enable a greater usefulness in the direction of coordinated study—providing a means for correction or improvement in machines and devices used in industry.

Those who attended the recent Packaging Conference will recall the address of Frank C. Chase, "Standard Machinery vs. Special Machinery," in which he advocated the use of time and motion studies of manual operations in packaging as a means of suggesting improved movements which could be applied to packaging machinery. That such ideas, or at least those which incorporate a modification of the proposed studies, have already been anticipated will, no doubt, be news to many in the packaging field. For, now well beyond the experimental stage, coordinated slow motion photography has been applied to existing pack-

aging machines.

This development is of more than passing importance to manufacturers of packaging equipment as well as to packaging plant executives, for scarcely any limitations are placed upon the studies that can be made on the conclusions that may be drawn from the results of those studies. Through the understanding of what actually takes place during a definite operation and at a stated time, the translated data secured from the time microscope or slow motion film makes it possible to determine whatever corrective measures may be needed or suggests the direction in which improvements may be applied. So that, ingenious as have been the developments which have thus far characterized the design of packaging machinery, the slow motion camera, scientifically applied, offers a means for the

further improvement of the machinery by which packages are assembled. In this issue it is the privilege of Modern Packaging to present what we believe to be the first authentic article descriptive of the work which has been done in coordinated slow motion or time microscope studies as applied to packaging machinery. The instance cited—that of the work actually performed at the plant of the Bristol-Myers Company is, we believe, but a forerunner of many more that will be recorded not only in manufacturers' packaging plants but also by the progressive makers of packaging equipment. Certainly, by this means, much of the guess and costly experimentation which is now involved in equipment improvement can be eliminated.

To enumerate the various applications which may be made of slow motion studies in the packaging field would be to list practically every operation which is performed in packaging work. So that it would seem that in this single development there lies tremendous potentialities. Great as were, and are, the possibilities for the use of the photo-electric cell—the "electric eye"—in its utilization for registration and other applications in packaging work, slow motion studies offer a still wider range. With demands consistently increasing for higher speeds, greater versatility and like accomplishments, the ingenuity of machine designers will be sorely taxed. The "movie doctor" offers a logical, sensible and economical solution of the problem.

It will not be surprising to our readers to learn that credit for the initiation of slow motion studies in the packaging field belongs to the Bristol-Myers Company. For this company has already attained an enviable reputation for progressive thinking and doing in its packaging operations. It was, we believe, one of the first companies to encourage visitors-machinery representatives and packaging plant executives-for the purpose of studying the equipment and methods emploved there, and has consistently maintained that policy. (Such a policy, we might say, could be indulged in to a greater degree by other concerns without loss of prestige or performance efficiency-to say nothing of the good will created thereby.) For many manufacturers, the Bristol-Myers plant has been a "proving ground" for packaging machinery, and the willingness of that company to give cognizance to sensible developments of merit is well known. It was but natural, then, that slow motion photography in its application to engineering equipment-as shown by studies carried out in fields contiguous to packaging machinery-should attract the attention of this progressive concern.

Commenting on the use of slow motion photography in its present and future utilization in packaging, William M. Bristol, Jr., vice-president in charge of plant operation at Bristol-Myers, recently said to us: "This development is but at its beginning in the package machinery field. In it we see a means of correcting, wherever necessary, those faults which delay or prevent efficient machine operation. And of equal importance is the opportunity, by this means, of completely studying actions that may be improved by redesign."

J.E. a. Charlton





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Left: Other examples of transparent cellulose windows, using the unprinted sheet. Right: Rigid containers of cellulose acetate. Below: Transparent cellulose sheeting as bottle wrappings. Illustrations, courtesy of Celluloid Corporation

Cellulose Wrapping

(Continued from page 60) contamination and is invariably used where the wrapper comes into direct contact with the product, especially where it is desired that the moisture content of the commodity be retained or on the other hand be protected from taking up moisture.

Although the cost of the moistureproof material is approximately one-third more than that of the standard grade, the increased advantages of its use in most markets, more than offset the difference in initial costs.

In view of its special properties, it is particularly suitable for export since it seems an adequate protection against varying climatic conditions.

The other form of moisture resisting cellulose was found in the development of a similar coating for cellulose acetate sheets. In addition the untreated sheet possessed an unusual degree of clarity, a high sheen of surface and somewhat slower reaction to atmospheric changes. In both types of cellulose, equally, new fields were opened, particularly for food products where qualities of the material proved additional advantages among products requiring tight wrappings.

The acetate type of sheet, however, has always sold at a price differential over that of the viscose type. The materials are, today, sufficiently low in price to permit their utilization on even the lowest priced goods, though in some instances price considerations may be a factor retarding utilization. Such products however are, today, usually among those in which the manufacturer is confronted with a choice between a transparent cellulose wrap and none at all, rather than those in which the material competes on a price basis with other materials.

Parallel with the development of the printing processes has come a development of the extremely important processes for sealing the materials. The importance of these developments, not so much in themselves, but rather because they made possible tremendous progress in other (Continued on page 74)

At right: Printed and unprinted, in plain and color, transparent cellulose bags offer excellent opportunity for colorful display. Photo, courtesy of Sylvania Industrial Corp.

Sove

kind

Scale



Packages for individual doses

THE TREND toward individual size packages is perhaps more marked today than ever before. Food products, pharmaceuticals and hair tonics are offered for sale in attractive, single dose containers. To meet the growing demand for this modern-day packaging, a new container, known as the "Unitainer," has recently been introduced.

While the widespread use of this type of container is new—the idea of the container itself is nearly one hundred years old, having been patented in 1842. The Unitainer is probably best defined as being a compact, convenient tube holding one dose or application of a product. It offers many advantages for manufacturer and consumer. It eliminates substitution for, once opened, it is destroyed and cannot be refilled. It provides a full, measured quantity of a product whether it be paste, liquid or powder. It does away with the danger and expense of breakage and, because of its lightness, reduces shipping costs.

Many products are particularly subject to moisture-absorption, light or leakage. For these products, Unitainers are ideal. The opaque nature of the container shields the product from the light, while its seamless construction and hermetic top guard against both moisture-absorption and leakage. Tests made over a 9-months period with a well-known effervescent salt at 50, 75 and 90 per cent relative humidity, at 100°F, showed moisture pickup and CO₂ loss were negligible.

To the consumer, the Unitainer represents a smart, personalized "service." Its sealed protection has a definite appeal. And, of course, it has a matchless convenience. It can be opened, quickly and easily, with

the fingers. Even the Unitainers designed for liquid products and which come with a (patented) opening device boast this amazing convenience. After use, they are as readily disposable as a gum wrapper or burnt match. And there is no danger of cut fingers in handling waste containing them.

From the manufacturer's standpoint, one of the outstanding merits of this novel package is that it requires no labeling to be done by him. They are supplied labeled, embossed—or, if desired, plain. They need no separate closure as the seal is made from the body of the container. For filling there are standard, fully developed machines which are high-speed and automatic. A new powder filler recently perfected (Arthur Colton Co.) eliminates augers, plungers and measuring cups. In states where the law requires that products containing certain drugs be sold in original packages, the Unitainer meets all legal requirements.

Although this new single dose package possesses unique advantages from every angle, from manufacturing to sales promotion—it competes in cost fully with any container possessing the same qualities and meeting the same requirements. Where Unitainer use is concentrated—soda fountains, barber shops, beauty parlors—the collection of "empties" is easy—and these have a redemption value corresponding to the value of the tin.

Unitainers—with their complete product protection—are being used by many companies for famous products. Among them are G. Washington Coffee, Vitalis Hair Tonic and Sal Hepatica. The Sun Tube Corporation is the exclusive manufacturer of Unitainers.



3000

SALES APPEAL plus PROTECTION at a 40% Saving...

Riegel's Diafane is an important new medium in packaging. It has a glossy lacquered surface that will not scratch or rub with handling, and it is equal in moisture protection to any waxed glassine or transparent cellulose. Diafane offers a high degree of transparency, a heat or adhesive seal, and combines these many advantages with a price that enables you to truly save without sacrifice of either sales appeal or protection.

WRITE FOR SAMPLES AND PRICES

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- Transparent
- Moisture-Proof
- Greaseproof
- Heat or Glue Seal

Riegel Paper Corporation 342 MADISON AVENUE, NEW YORK

The opposite insert is a sample of Riegel's Diafane made in colors and in a full range of weights.

Plants and personalities

Standard-Knapp Corporation is now established in its new plant and offices at 43-27 32nd Place, Long Island City, N. Y., occupying over 33,000 sq. ft. of floor space, the new layout being divided into three distinctly separate departments. The machine shop occupies about a third of the space, followed in turn by a large stock room where a complete line of stock parts is carried on hand. The huge assembly and shipping room completes the set-up, with the engineering and drafting departments also on the main floor. The second floor is devoted to the new offices of the company. Standard-Knapp reports the quarter just completed as being one of the best in the company's history.

N. J. Strauss, vice-president of Freydberg Bros. Inc., has just returned from an extended trip to Europe, at which time he organized a French corporation under the name of Societe Anonyme Freydberg Freres. This new company will operate a factory at 11 and 13 rue des Camelias, Alfortville (Seine), France, producing a complete line of Excell-O Ribbons and other converted articles made of Cellophane. They have made special arrangements with La Cellophane for the exclusive use of its transparent cellulose sheeting in the conversion of various articles.

The Owens-Illinois Can Company, recently organized to round out the line of container products of the parent organization, the Owens-Illinois Glass Company, Toledo, announces acquisition of assets of the St. Louis Can Company of St. Louis, Mo. The plant at 904 South Fourteenth St., St. Louis, which had been rented to the receiver of the St. Louis Company, has been leased to the Owens-Illinois Can Company, where operations will be continued but probably on an enlarged schedule after plans have been completed for production schedules under the new owners' direction. Acquisition of the St. Louis company gives the Owens-Illinois Can Company its third such plant. Owens-Illinois Glass acquired the Tin Decorating Company, Baltimore, Md., and the Enterprise Can Company, McKees Rocks, Pa., in forming its can container division several months ago. The St. Louis plant will produce numerous varieties of general line metal containers, including cans for oil, grease, paint and other plain and lithographed specialties.

Negotiations have just been completed between Hercules Powder Company, Wilmington, Del., and the I. G. Farbenindustrie Aktiengesellschaft of Frankfurt, Germany, by which Hercules comes into control of the American patents covering the I. G. processes on manufacturing cellulose acetate.

M. G. Milliken, general manager of the Cellulose

Products Department, stated that Hercules expects to be in quantity production of flake cellulose acetate by December, 1936. The experimental and pilot units at the company's extensive cellulose products plant at Parlin, N. J., have been running successfully for several years and a material of high quality with improved properties is being produced.

Work on the new large-scale plant is progressing. In its construction, the most modern units of equipment are being installed throughout so that economical operations and high quality will be assured.

The **Heller Company** of Cleveland, Ohio, has adopted the plan of loaning, free, stitching machines to any manufacturer who uses Heller staples. The company states that this plan was made in order to make available the stapling method of fastening without making it necessary to purchase the machinery.

Pope & Gray, Inc. announces the removal of its main office and factory, formerly located at 333 Hudson St., to 95 Morton St., New York; telephone Walker 5-3352. This move to considerably larger quarters was necessitated by the great increase in business which the company is enjoying.

Paul Hagen, formerly sales director for Wright Dalton Machine Company, Durham, N. C., is now with the Transparent-Wrap Machine Corporation, 315 Hudson St., New York, handling sales for that company.

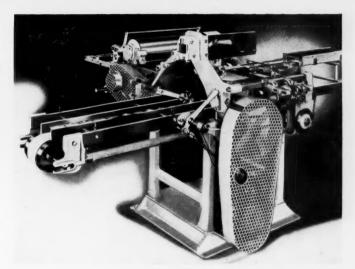
The Pilliod Cabinet Company, Swanton, Ohio, manufacturers of boxes, cabinets and wood novelties, is celebrating its fortieth anniversary in business. E. H. Bergin is celebrating his tenth anniversary as sales manager of the company.

Hyman Fabricant, secretary and treasurer of the Manhattan Paste & Glue Company, New York, died suddenly Friday morning, June 19, of a heart attack. Mr. Fabricant had been associated with Frank Kupfer, president of the company, for many years. David E. Lann, formerly general sales manager, has been made secretary of the company.

A dividend of seventy-five cents a share upon the preferred stock of **Robert Gair Company, Inc.** was declared at a recent meeting of the Board of Directors. The dividend was payable on June 30, 1936, to preferred stockholders of record at the close of business on June 18, 1936.

Bostitch-New York, Inc., announces the removal of its offices to 53 Park Place, New York. Telephone, Worth 2-576o.

You it name it the FA will do it



ADJUSTABLE FOR A WIDE RANGE OF SIZES. USES PRACTICALLY ANY TYPE OF WRAPPING MATERIAL.

Would you like to wrap a number of different sized packages on a single machine? . . . The FA will do it, for it is adjustable for a wide range of sizes.

What material do you want to use—transparent cellulose, glassine, waxed paper, printed paper wrappers in cut-to-size sheets, reinforced foil printed or unprinted? . . . The FA can handle them all.

Do you want to wrap printed wrappers in roll form, registering the printing perfectly on the package? The FA, fitted with Electric Eye registering device, does it—and makes a large saving on the cost of using cut-to-size sheets.

Do you want to wrap open boats, displaying the product? Again, the FA.

Do you want production at from 60 to 75 per minute? That's the FA's speed.

Do you want all this at a price that is far less than you formerly had to pay for so versatile a machine? Then the FA is unquestionably the machine for you.

Write for information.

PACKAGE MACHINERY CO. Springfield, Massachusetts

NEW YORK CHICAGO CLEVELAND LOS ANGELES - MEXICO, D. F., Apartado 2303

Peterborough, England: Baker Perkins, Ltd. Melbourne, Australia: Baker Perkins, Pty., Ltd.







PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

FOR YOUR INFORMATION FILE

A NEW booklet on packaging has just been issued by W. C. Ritchie & Company, Chicago, Ill. The booklet not only points out the facilities of the company, but also makes clear the principles of packaging and package design, and is of value to anyone concerned with point-of-sale merchandising.

The booklet answers such questions as these: What makes a good package? What is meant by "modern packaging"? What is the relation of packaging to advertising, selling and store-promotion? What is its bearing on manufacturer, dealer and consumer? Why re-design?

TWO BULLETINS issued by the North Bergen Varnish Corporation of North Bergen, N. J., relate to the development of coatings for metal screw caps. Bulletin No. 1 treats with a new high heat white coating that does not discolor at temperatures as high as 280° F, for 60 minutes, and bulletin No. 2 on a new black coating whose outstanding features are density, brilliance and hardness.

NASHUA GUMMED & COATED PAPER COM-PANY, Nashua, N. H., has just announced a new sample book of Sable embossed velour paper which is available in fourteen colors. Sable embossed velour paper simulates the rich texture of sable and is used as a covering and lining for boxes and cases.

HOLYOKE CARD & PAPER COMPANY, Springfield, Mass., has issued a new sample book of Roto Christmas papers. This book contains a number of designs executed in various color combinations.

TO THOSE who sell supplies or equipment to textile mills, the recent publication by the United States Department of Commerce of "Basic Industrial Markets of the United States-Textiles," will be of considerable interest. The purpose of this study is to offer industrial marketing executives a quick and accurate picture of the location and density of the market offered by the various great branches of the textile manufacturing group. This is the first attempt to offer American industry an actual graphic picture of the basic industrial markets of the country, and it is one of a series now in the course of preparation. The report was prepared in the Wholesale Trade Section under the general supervision of Wilford L. White, chief of the Marketing Research Division, in cooperation with E. T. Pickard, chief of the Textile Division. Copies may be obtained from the Department of Commerce, Bureau of Foreign and Domestic Commerce; the price is 10c per copy.

"STEPPING AHEAD OF COMPETITION" is the title of a new booklet distributed by Package Machinery Company, Springfield, Mass. It is attractively printed and illustrates many of the products wrapped on the company's machines.

THE CURRENT revision of Simplified Practice Recommendation R120, Ice Cream Brick Molds and Cartons, has been accorded the required degree of acceptance by the industry, and is to become effective July 1, 1936, according to an announcement by the Division of Simplified Practice, National Bureau of Standards. The original recommendation which became effective Jan. 1, 1931, established a simplified schedule of dimensions for the two-gallon ice cream brick mold, and the pint and quart cartons. The revision includes recommended sizes for the pint and quart linerless machine-filled type of cartons. Until ready in printed form, copies of this revised Simplified Practice Recommendation in mimeographed form may be obtained gratis from the Division of Simplified Practice, National Bureau of Standards, Washington, D. C.

Among the interesting features included in the annual exhibition of students' work at the New York School of Fine and Applied Art (Parsons) was a display of original package designs. Under the personal supervision of George Switzer, advanced students in the department of graphic advertising and illustration have planned and executed a series of packages designed for the display and advertising of commercial products. The rendering of each package combined some technique of modern painting or of the most advanced modern poster art with realism. Students are taught that the typography of a package, and also wrappings and associated containers such as display cartons and shipping containers, should have a unity. They are taught to begin with the selection of size, from a particular production angle as well as the consumer angle of convenience and economy. The next step in designing is the actual selection of boxboard or paper or other packaging materials from a standpoint of suitability all along the line, as well as from the visual standpoint. The actual feel of the material in the consumer's hands is considered. It is still too common a practice among even commercial designers to make designs on artist's drawing paper, not realizing that the final material that is used is really the basis for the finished design.



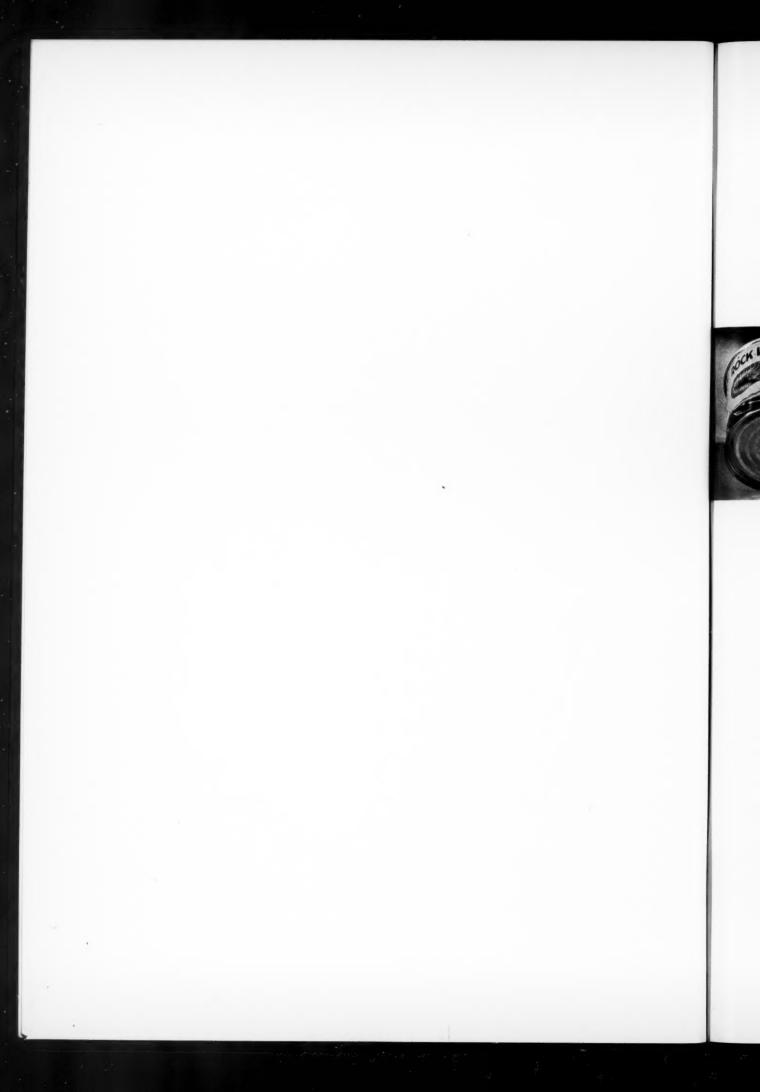


ONTINENTAL CAN COMPANY

NEW YORK

CHICAGO

SAN FRANCISCO



Extending markets

AMONG the first to take advantage of the new channel of merchandising created by the Air Shopping service in conjunction with the Railway Express Agency and the Eastern Airlines, Inc., was the East Coast Fisheries, Inc., Miami, Florida.

This new service permits the distant public to buy products directly from their source, to be sent them





by air express and delivered to any point in a matter of comparatively few hours.

Accordingly, the East Coast Fisheries, Inc., seized the opportunity to extend its market for rock lobster. Shipping by air as a regular thing was new to the Fisheries and required experimentation. Intelligent packaging was of paramount importance, and after a few trial shipments, they decided upon a special one-pound tin container for the service. Weight is an important factor in air express, and they therefore prepared the lobsters for this new market by cooking them as they came in from the sea, removing the meat and packing it into the cans. Then the tins are buried in shaved ice to become thoroughly chilled before the Railway Express Agency picks up the packages for delivery to the airport, which is a last-minute service.

Once the packed tins of lobster meat are thoroughly chilled, it is sufficient refrigeration for transportation by air, because the planes fly about 10,000 feet, where the temperature is cold enough to hold the chill, especially so at night, when the air express loads are generally carried.

The tins, made by the Continental Can Company, have drain perforations in the bottom to eliminate the drippings. A snap lid fits over the rolled edge of the can, which is lithographed in an effective all-over design in red, sea-blue and green with white as the predominating color.

Extending the market under ordinary circumstances was not easy for two reasons—one was because the Florida lobster is a totally different specie than the

popular Maine lobster, which has practically monopolized the lobster market, and it would have probably required an expensive propaganda program to educate the public taste for rock lobster. The other reason is the fact that lobster meat taints easily and rapidly and is so highly perishable that it cannot be shipped with safety by ordinary means.

The Little Man Does it Again!

(Continued from page 32) product. The psychology of this direct message being constantly before the sales personnel is an invaluable sales aid and the combination of this particular package and counter display is a unique and distinctive merchandising achievement for an article which has little attraction in itself.

Each product has its own display. The Keyglo display piece stands about a foot and a half high. On it appears the familiar little man flashing a Keyglo at a giant keyhole. Just in front of the keyhole, there is triangular cut-out of several inches, and a piece of transparent cellulose is pasted over this space on the back, which permits the display in use to be placed in front of a light. Over the keyhole is a band bearing the word Keyglo in large display type, and at the bottom of the display are six small V-shaped slits into which are inserted six of the Keyglo cases in assorted leathers and colors. Although each Keyglo is easily inserted, it is considerably more difficult to remove, which makes each piece practically filch-proof.

Both products have been thoroughly distributed throughout the country and have found a hearty reception from Mr. and Mrs. John Public. Keyglo is one of those little novelties with a "gag" appeal which, in addition to its practicability and its price of seventy-five cents, conforms for merchandise of this description. Plans are being made for a Christmas edition of Keyglo, more elaborately produced in a gift box to sell at \$1.50.

Twintak is one of those simple little products that one wonders why it wasn't thought of before, which is proven by the fact that the display containers in stores empty in an amazingly short time.

The little man trademark, which is the creation of K. H. Stark, advertising manager of Graeme Harrison Products, Inc., has undoubtedly been responsible for much of the speed with which they have been able to successfully merchandise their various products. He is a good-natured little caricature gentleman of changing personality to suit the product he is at the moment presenting, and has the faculty for making his customers smile. In fact, the little man has become so popular with the Graeme Harrison dealers that a monthly bulletin entitled "The Little Man Speaks" will start regular publication during the coming month.

"A fictitious, fanciful character like our little man," says Sanford Eldredge, executive vice-president of Graeme Harrison Products Inc., "is the smart, modern way of appealing to today's sales contingent as well as the buying public, and we believe we have set a precedent in adapting this new character of advertising and sales promotion to a family of such miscellaneous articles as we manufacture."

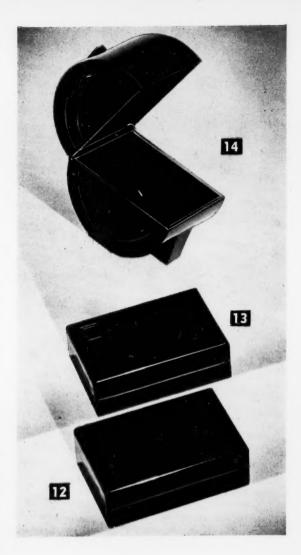
The Keyglo and Twintak packages and displays were designed by Cardwell Higgins and produced by Brooks and Porter, Inc.

Plastic boxes from stock molds

SHEET SIX

Plastic boxes are available from stock molds in various sizes and shapes, some are plain, some are elaborately decorated. Their re-use value in packaging gifts and personal items shouldn't be underestimated by manufacturers seeking the appearance of quality and permanence that plastics give. Be sure to mention sheet and item number when writing.





- 12. Hinged box with designed cover and trade-marked bottom (which may be removed); about $3^{15}\!\!/_6$ in. long by $23\!\!/_4$ in. wide; $7\!\!/_8$ in. deep inside and $11\!\!/_2$ in. height overall
- 13. Hinged box with small bordered square in upper left corner, otherwise plain; $3^15/_{16}$ in. long by $2^13/_{16}$ in. wide by $7/_8$ in. deep inside; $17/_{16}$ in. overall height
- 14. Vertical drum box with molded foot and handle; 3^11_{16} in. diameter; 4^5_{16} in. overall height; width inside, 2^13_{16} inches
- 50. Decorated lift-off cover and box; $3^{11}\!\!/_{16}$ in. by $3^{5}\!\!/_{16}$ in., $1^{1}\!\!/_{16}$ in. deep, $1^{3}\!\!/_{8}$ in. overall
- 51. Oblong box with lift-off cover elaborately designed; 11 in. by 33% in.; depth, $23/_{6}$ in.; overall height, $23/_{4}$ inches

Address all inquiries to Plastic Box Department, Modern Packaging, 425 Fourth Avenue, N. Y. C. All molders are invited to send sample boxes from stock molds to appear on this page as space permits





machine cuts paper discs from a roll, prints them, inserts them in position and crimps them as the can is made. The can is filled in reverse position and then sealed by attaching the bottom. Thus, a perfect, tamper-proof seal is provided to give your customers visible proof that your product is fresh—and just as packed!

Better—but costs no more than old style cans—when made on CAMERON machinery.

We make every kind of machine for can manufacture—regardless of size or shape of can or output required.

The machine shown below is fully automatic and, operating at a speed of from 100 up to 200 cans a minute, provides a seal that costs no more—frequently less—than old-style, out-of-date can seals. Wherever used, sales have mounted, returned goods dropped! Write, today, for complete information.



BRIEFLY describing and illustrating its line of automatic machines for providing 100 cans (tin) per minute, the Cameron Can Machinery Co., 240 North Ashland Ave., Chicago, Ill., has recently issued Bulletin H. Among those machines shown and described are the following: duplex trimmer and slitter, lock seamer, flanger, double seamer, tester, compound applier and can end dryer.

Cellulose Wrapping

(Continued from page 64) directions, is not to be under-estimated. Without adequate sealing, the moisture resistant qualities of the materials (and for that matter many other advantages) are of little use. But, provided that an adequate seal can be obtained, it becomes possible to create airtight wraps, bags, boxes, and countless other forms of packages.

Here again, two important developments occur. For the plain viscose materials any number of excellent adhesives were developed. The moistureproof material tequires special spirit adhesive or solvents, which is mainly responsible for the application of heat sealing. The heat sealing is virtually self-sealing but the application of heat provided by electric grids or plates at a temperature of 300 deg. F. is all that is necessary to insure a good seal.



Dried fruits is another large market in which transparent cellulose wrappings dominate. In this illustration the doily shown is of printed transparent cellulose. Photo courtesy of Sylvania Industrial Corporation

It is important to realize that all of the considerations mentioned involved problems far greater than would have been the case had hand wrapping been the practice. Mass production of merchandise created the problem of producing high speed wrapping machinery. Thus it was necessary, before the materials could achieve the widest application, for every phase of development to become coordinated, the material had to be able to stand up under machine operating conditions and stresses. Likewise, the machines had to be invented or adapted to the point where they could handle cellulose sheets with speed, dispatch and quality production. It can safely be said that during the last five years all the essential steps in this process have been brought far out of the laboratory stage and proven in the production of millions of transparent cellulose packages and containers.

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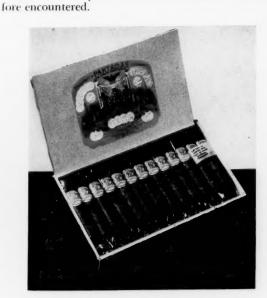
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With these foundations laid, with the public interest

in the material as a novelty beginning to wear off, the need for printed cellulose began to be recognized and a growing demand was met by an increasing resourceful technique on the part of converters. While cellulose sheets can be printed by the fine job printer, the intricacies of the various processes involved and the delicacy of the control required have resulted in the development of a group of so-called converters among whom perhaps ninety-nine per cent of the business has become concentrated. It is in these firms' laboratories—and in those of cooperating suppliers—that most of the developments in transparent cellulose printing have found their origin.

The difficulties involved were many. The materials themselves were non-porous. Inks had to be developed suited to both the nature of the material and the quickdrying needed for high speed production and consequent low costs. Methods of handling the material had to be experimented with, since the viscose materials were sensitive to atmospheric changes and the acetate materials were found to be susceptible to the generation of static electricity. Methods of registry had to be worked out, at speeds and under conditions never be-



In the cigar field, not only printed and unprinted individual wrappers of transparent cellulose but bands of the same material are used. Photo courtesy of Sylvania Industrial Corporation

Today, two processes are used. In one, high speed letterpress printing is done. In the other, a gravure or intaglio process is utilized. In both instances, however, multicolor applications are common, special equipment for this purpose having been developed. Printing is becoming more and more concentrated among the roll-fed types. With roll-feeding, high speeds are practicable and registry is simplified.

With the development of transparent printed wraps, changes began to make their appearance in the utilization of the materials. In certain fields—notably the food industries—these changes have been exploited to a marked extent. In others, particularly among cigarette packagers, printing is still avoided in favor of plain transparencies with printed paper underwraps.

The use of the printed wrap (and the printed bag,



YOU TAKE NO CHANCES WITH ACME

Silver Stitch

★ A high jumper takes no chances with the spikes in his shoes. He has the best and is sure.

Leading shippers take no chances with the stitching wire for their shipping cartons. They use Acme Silverstitch and are sure of absolute uniformity in width, temper and thickness. That means smooth, uninterrupted production; staples that clinch and stay clinched.

They take no chances and use Acme Silverstitch because it is heavily galvanized to resist rust.

They take no chances and use Acme Silverstitch in the big ten-pound, <u>one-piece</u> coil that cuts stops for coil changes and means more work done per day.

Try Acme Silverstitch at our expense. Let us send you a free five-pound test coil in the size you use. No obligation.

ACME STEEL COMPANY

GENERAL OFFICES: 2843 ARCHER AVE., CHICAGO, ILL. Branches and Sales Offices in Principal Cities

STITCHING WIRE GIVES STRONGEST, SUREST JOINTS IN CORRUGATED AND SOLID FIBRE BOXES

for beautiful, COLORFUL VIALS



it must be

Hycoloid!

There's a fundamental difference between HYCOLOID containers, and any type made before Hycoloid was discovered. Brilliance in color that cannot be copied by glass; lustrous, symmetrical sides, transparent or opaque. Resilience that defies damage, and so light in weight that five will barely balance the weight of one glass vial.

. . Unbreakable . .

The Label is "part of the Package"

HYGIENIC TUBE & CONTAINER CO.
42 Avenue L, Newark, N. J.

which is essentially a form of pre-sealed wrap) permitted the manufacturer to make his merchandise fully visible, if he so desired, while at the same time keeping his brand name, his firm name and other pertinent matter prominently displayed. In fact, the tendency for the eye to look towards the underlying material tended to focus attention upon the printed matter, whereas, previously, any attempt to display the product drew the eye away from the type matter of the package, which necessarily had to be on some other portion of the package surface.

This change in focus involved an interesting change in the problems for designers. Solutions were found in a number of ways and the variety of these has by no means reached its potential limits. Some used the product itself as a background for the identifying matter. This approach was particularly common in the case of dry goods items: shirts, handkerchiefs, etc.

Others printed outlying portions of their sheet to opacity, forcing the eye to center upon the product visible in the center of the package. In other instances, where underlying boxboard frames, stiffeners or trays were used, these were hidden from view by the printing on the outer wrap, while unprinted sections displayed the merchandise alone. In all cases, the problem of the designer assumes a three dimensional aspect in contrast to the surface decoration problems of the designer



In the wrapping of special breads the use of transparent cellulose has increased rapidly. Photo courtesy of Sylvania Industrial Corporation

working in opaque materials. He is constantly forced to consider the nature of the underlying material, it being readily apparent that the color and form of the product itself will affect the appearance of the printing and of the transparent surfaces. An examination of the illustrations accompanying this article will demonstrate the variety of problems posed by this situation and the equally great variety of possible solutions.

Along with the development of primary wraps, the perfection of the cellulose converting processes brought on the development of secondary transparent accessories in the form of the seasonal overwraps and of the cellulose tying ribbon.

The seasonal overwrap is exactly what its name implies—a special wrapping for a special occasion, usually seasonal in nature. Since cellulose transparency permits the seeing of the underlying wrappings or of the mate-

rial itself, it is possible to apply a printed sheet, in appropriate design, over the otherwise complete package, without hiding the underlying decorations or the product itself. Such wraps are available in many stock forms suited to the seasons and can also be made up

for special use of individual firms.

The transparent cellulose ribbon, introduced only five years or so ago, has already won for itself a firm place in packaging because of the variety of the effects it offers and the beauty and attractiveness of its appearance. Essentially, it differs from fabric ribbons in that it is cut and folded, mechanically, rather than woven. Ingenious machines turn the edges of long bands of cellulose, which may be either plain, tinted or printed in a stock or private brand design. The result is a ribbon of any desired width, of decided strength, of any color or combination of colors, and carrying any desired illustrations or message.

Within the compass of the variant types of transparent wrapping materials described above will be found most of the types available today. Yet, it should be understood that this does not include all the variations of form in which transparent cellulose applies to packaging practice. To mention but a few, the shredded cellulose, the laminated types in which a sheet of paper or board is joined by adhesion to the transparent sheet,

the semi-rigid containers and sleeves, etc.

But, insofar as wraps are concerned, the period of the chemists and engineers—the period of primary development—seems to be nearing its close. True, a number of revolutionary new processes are always imminent in so speedily developing a field. Yet, within the confines of the plain or printed wrapping sheet and its close kin, the plain or printed ribbon, the major field for future development seems to be that of the designer. Machinery is speedy and will be further speeded. Costs are stable and may, in the future, be slightly lowered as a result of manufacturing economies. The material, its adhesives, its inks and its fabrication presses have all reached a high degree of uniformity and perfection.

Let's Package Brandy

(Continued from page 57) diately suggest the shape of a brandy glass. It will be of a shape which "marries" well when placed alongside a brandy glass in serving. The color of the container must be of the warm, rich,

glowing color which is that of brandy.

There are three materials which will not conflict with your taste of brandy and, moreover, they enrich this taste—wood, cork and glass. Cork, because it has been associated with liquors for centuries. Glass, because it does not have any taste of its own; and wood (which is important), because the finest brandy is aged and made primarily in wood. We know that wood has the smell which enhances the finest brandy, and the finest wood kegs are charred and well sealed. Paper, transparent cellulose, metal foils, cartons and all other materials have their places, but none can replace or could be as appropriate as the three mentioned above.

The trade mark, name, or label must "marry" well with brandy. It should not be of a bright, garish color. The design and lettering should not have the quality

·HOEPNER

Automatic Scales
Automatic Measuring Devices
Automatic Bag Closing Equipment

2 Dependable Lines..

Automatic Screw Capping Machines
Automatic Slip Cover Applicators
Automatic Closure Equipment

Now More Efficient, More Productive Than Ever Before!

1936 CaPeM and HOEPNER models are geared to even higher standards of efficiency and performance than ever before. While the basic principles and uniquely high engineering standards of these lines have, of course, been maintained to the fullest extent . . . refinements and redesigns justify our

claim that these are distinctly "the machines of tomorrow" . . . available today!

We invite you to call upon us for aid in plant layout and machinery planning problems . . . to examine the details of performance of both these lines. Write us, without obligation, today.

MANUFACTURED BY

CONSOLIDATED PACKAGING MACHINERY CORP.

1400 West Ave.

BUFFALO, N. Y.

kissable and more salable



on a BOSTITCH Pilfer-Proof Display

A sleight of hand expert might easily palm a Ronni lipstick... but pilferage is a much more difficult... almost impossible... operation when a sturdy Bostitch staple ties your merchandise to a display card.

Madam Try-it might sample, and ruin, half a dozen unattached lipsticks. She won't think of it when she finds them held in place by a Bostitch staple.

Little Miss Slow-wit might not get the idea that the Ronni was a lipstick at all . . . if it stood by itself. But she gets the point . . . plus all pertinent sales data and a good sales talk, because a Bostitch staple firmly attaches it to a well designed display card.

Just three of the reasons why hundreds of makers of syndicate store, drug-store and grocery merchandise use economical, inexpensive, sturdy Bostitch staples and stapling machines to insure the proper display of their products. Check your own problems and you'll find many more reasons for writing us for full information. Use the convenient coupon below.

BOSTITCH SALES COMPANY

56 E. Division Street

East Greenwich, R. I.

	Ple reg dis	ar	d	te	0	1	30	8	ti	te	h	ı	I	n												7-	3
Name					* 1																						
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of printer's dyes. There must be no suggestion of glue or mucilage. Sealing wax is more appropriate, it is an accepted part of bottle sealing. The lettering should be like the lettering on the old kegs or vats. Wood veneer can have lettering and designs burned into it, and can be utilized effectively in place of paper and labels.

Let us take, as another example, a nail polish. The important characteristics of nail polish are those of color, texture and-again an inevitable infliction, if I may use the term-taste-hygiene. The packaging of nail polish should, and can immediately convey this message to the public. The important factor in this case is that the product itself can be used on the package. The fine package for a nail polish is a package made of translucent plastics, assimilating the quality of flesh with actual nail polish as the design medium. The shape of this package can very simply have the shape of a finger. This package would automatically eliminate all the inference of conflicting qualities such as dust or dirt, edges which become fuzzy, and would result in a healthy solid composition overcoming the suggestion of wear about which most women become irritated. It will have the same taste-hygiene qualityvital, because women associate these qualities in their nail polishes with their eating and daily activities. The last and the most important factor is the wide range which a package of this kind gives in the association of the exotic qualities eminent in all cosmetics.

With thousands of products which necessitate packaging and as many sources usable for packaging them, I could go on giving examples by the score. The paramount issue is the importance of using the right kind of a package with an integral understanding of its particular design. The producer cannot afford to disregard the psychology associated with his particular product and must utilize this in the design of his package. In closing, I would reiterate that a fine job of packaging is that of a product so packaged that "it is the right amount, of what you want, the moment you see it."

Kaleidoscopic Packaging

(Continued from page 40) program or tying in with an advertising campaign, to see that shipment of these is stopped far enough in advance of the stopping of the program or campaign to permit of movement through wholesale and dealer channels and past the consumer before the end of the advertising series.

Another difficulty involved in kaleidoscopic packaging is the problem of dealer annoyance. There is always the danger that the dealer will feel that he has to handle half a dozen different packages to sell a single product, particularly when juvenile purchasers request a particular package variation. This can be largely overcome, not by keeping the package variation secret—as some have attempted—but rather by promotional work among dealers to educate them to the fact that the slight added annoyance actually indicates the making of an extra sale and the winning of a permanent customer both for the product and for the dealer.

Sales methods may also be chosen to make the dealer's work easier by throwing the selection of particular variants upon the customer rather than the dealer. Thus, in the case of recipe variations, on small packages, the provision of display baskets—from which

the consumer will select his or her packages—will relieve the dealer of any trouble. In such cases, the process of selection should be made simpler by numbering the recipes or otherwise differentiating them, one from another.

Even in the case of dealer-sold packages, the process of selection may be made easier if care is taken to make the differences easily identifiable. Thus, if each variation is identified by a prominently located number or symbol, the dealer can so stack his shelves that consumer requests can be filled easily and without the handling of more than one package.

In many cases, the whole problem of meeting consumer variation-desires may be overcome by so planning the kaleidoscopic portion of the package as to climinate the need for consumer selection. Thus, in the case of a package having doll-cut-outs on its surfaces, the planning of the dolls in sets—such as soldiers, sailors, policemen, etc.—so that repetition merely increases the child's hoard, may sometimes be advisable.

The tendency to soft pedal the kaleidoscopic portion of the package arises from a feeling that although useful in maintaining a resale demand, it is a device of secondary importance to the major object of creating a demand for the merchandise itself. This, however, is, in many cases, a complete under-statement of the case for kaleidoscopic packaging. Certain products are so essentially similar to others on the market—notably the breakfast foods—that the kaleidoscopic portion of the package serves as a powerful premium leading toward purchase, although its cost is practically nil.

In the case of other products, particularly those directed towards the interests of the cook or home-baking housewife, the use of recipes or seasonally changed directions serves not only to build up interest in the package and product but also measurably increases the consumption of the product in each home

by inducing its use in varying ways.

Probably the greatest value, however, of the kaleidoscopic package is in its tie-in with advertising. Consider the cost of reaching a million prospects for a particular product through the radio, or through newspaper and magazines. Obviously, it is far greater and far more wasteful than the cost of cultivating a million present users of that product and inducing them to use it in some additional manner. Similarly, if two or more products are manufactured by the same firm, and the kaleidoscopic device is used to call attention to the merits of one on the package of the other, a select circulation is gained at a cost far lower than that which would obtain to provide an equal coverage of prospects of equal grade. Needless to say, as in the case of any advertising, cross reference in packaging must be done with a clear understanding of the type of effective circulation to be gained.

Thus, to cross advertise a cigar with a perfume would, obviously, aid neither product. But the use of a bread wrap to advertise a jelly spread, of a coffee can to advertise a breakfast food, of a face soap wrapper to advertise a tooth paste, of a liquor carton to recommend a ginger ale, such advertisements by the kaleidoscopic method seem to select from among the users of one product the most likely potential purchasers of the other. Even other extensions of the general idea might be made in special instances. It might be logical to





THE clarity of your liquids is the consumer's first test of its quality. Don't let cloud or sediment — dirt from half-cleaned bottles—raise a doubt in his mind.

KIEFER FILTERS

will make your products perfectly clear, to stay clear in the bottles. That's the reason most bottlers use them.

THE DUO-BLO BOTTLE CLEANER

A NEW, quick, thorough method of cleaning bottles. It takes ALL the dirt out of ALL the bottles with DRY FILTERED air. Cleans

two bottles at a time. One girl can easily handle up to 40 bottles a minute.

FAR superior to vacuum cleaning because 60 to 80 pounds of compressed air will really do the job—the positive way of cleaning bottles!

We also make a complete line of machines for filling, closing and conveying bottles and jars.



THE KARL KIEFER MACHINE CO.

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P. JORGENSEN 311 California St. San Francisco T. C. KELLY 222 W. Adams St 10 High St.
Besten

C. S. DU MONT
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DIFFICULT TO WRAP

NOT FOR THE MILLER!



UNUSUAL as well as ordinary packages are speedily and beautifully wrapped by the low-priced Miller "Economatic" Wrapping Machine. It is compact, adjusts instantly, wraps with "Cellophane," "Sylphrap," waxed papers or waxed foil. Slanted sides, extension edges, even bottles (except round), can all be provided for.

Why put up with unnecessary wrapping expense? PROFIT by writing to Miller now!



MILLER WRAPPING &

SEALINGMACHINECO.

14 S. CLINTON STREET, CHICAGO

advertise the counter irritants on the packages of products that create the need for their use, viz., a breath perfume on a cigar band or a liquor bottle, a hand cream on a washing soap, etc. Here, however, we tread on dangerous ground and only the manufacturer and dealer most directly concerned can, in each case, decide exactly where advantage ends and complications set in.

Surprisingly, this method of promotion has been exceedingly limited in its adaptation. Many firms, it is true, advertise the other flavors or forms in which the product within a package may be had, using the package as their advertising medium. Many others make cross reference to their other products. Few indeed are the instances in which products not owned by the same interests are related by cross advertising on packages, the obvious reason being the difficulty of setting a value on the space exchanged and the lack of any interested third party-corresponding to the advertising agencyto serve as promoting intermediary.

But even within the first two, the groups which now practice cross advertising on their packages, the effort is made, in most cases, in a perfunctory and half-hearted way. Firms which would instantly fire their advertising agents for running, or even proposing, an advertisement that merely listed their products, are content to use their valuable package advertising space for something as inane as "Also available in lemon, lime and cherry flavors" or "Try our Such-and-such." Having wasted a golden opportunity, they carry the waste indefinitely on in time, by ignoring the kaleidoscopic method of changing copy.

Both failings arise from a failure to distinguish between the recognition portion of a package and the advertising portion. Certain sections of a package must, it is true, carry on a continuity of appearance, so that all users-even the dullest witted-can understand that the package purchased today is the same as the one

bought a week, a month or a year ago.

But other portions of the package-whether they advertise the product itself, other uses of the product, other products made by the same manufacturer or even independent products-must change their copy to maintain their readership. It is strange that firms that recognize this principle in their national magazine and newspaper advertising fail to observe it in their package advertising, even where recognition of the package as an advertising medium exists.

Once the advantages of kaleidoscopic packaging are recognized-and these are, admittedly, limited to certain types of products-their fullest value can only be garnered by emphasis on the differences between packages. This emphasis should be notable on the package itself. A mere change of wording will be missed, while a change of illustration, a bold headline or a change in color will call consumer attention to the changed copy. But emphasis on the variable portion of the package-copy must be carried over into advertising as well. If you give premiums in the form of cut-outs or recipes, picture your package in your ads, pointing out where the premium is placed on the package. If you tie in your product with others, make the tie-in known in the advertising of both products. If you tell a different story-in words or cartoons-each month, let your readers, who are your customers, know that each message or cartoon is but a part of a series.

In short, kaleidoscopic packaging may be made to pay—in the sense of paying for the trouble and the slight expense it entails—only if you carry the effort out exactly as you would the exploitation of any other advertising medium. To do so you must recognize that your package has a circulation selected by the nature of your product, paid for by the purchasers of your product—a circulation that provides less waste, more purchasing power in respect to your product than any you can purchase among magazines, newspapers or radio programs. True, you must use these to reach new purchasers and hold prestige with old users. But no means of making resales to persons who are now using your product exist better than your own package.

Perhaps the most useful single tip that may be given the manufacturer who contemplates the use of this type of advertising is, "Let your agency in on the secret early." Only so can every detail of copy and appearance be tied in with the advertising campaign in time to

allow for package production.

Packaging at United Drug

(Continued from page 38) St. Louis shop. In Boston there is a model-making division in charge of a designer with art and box making experience. This department is not large as to personnel but important as it carries on the experimental work which results in the development of all new boxes.

The machinery used is interesting, for many of the boxes are made almost entirely by machine and with others a machine plays only a small although important, part in production. Among the most useful machines for reducing the labor cost of manual operations are the small Potdevin gluing machines used for gluing. These are located at convenient points on the benches where the work is performed. Some are of the belt-driven and, therefore, stationary type and others are of the portable type and are moved from place to place as needed. The shops in both St. Louis and Boston have Stokes & Smith machines for putting bands around the boxes and for applying wrapping material to the outside to form a permanent part of them. There are corner staying machines (Kingsbury & Davis) for applying gummed tape and a battery of gluing machines (John T. Robinson), as well as equipment for making extension edge boxes.

All types of straw board and chip board boxes used for packing are manufactured in this department, all being made by machinery. There are banding and corner staying machines (Stokes & Smith) used exclusively for this work, and double scoring machines (John T. Robinson). Three single scorers (Robinson) and a rotary cutter (Robinson), with production rates of 2500 to 3000 per hour depending on the set up, are

other items of equipment.

From this brief description it will be seen that the cartons and labels and literature which go into the cartons to form a part of the package are made in the printing department; the fancy boxes and packing boxes are made in the box department. This of course is a logical arrangement as printing does not enter into the production of the boxes but is a main feature of the cartons.

APPEAL USE



Perhaps the strongest appeal at point-of-purchase is that of sight. Soldiers on dress parade are always more attractive to the eye than those in dull service drab. And so it is with packages. Watch the buying public . . . see them reach for the bright, lustrous units that sparkle and call attention to themselves. And more particularly, see them reach for Lusteroid packages.

Use Lusteroid for your next packaging job. It's strong, tough, unbreakable—yet light in weight. Its smooth, grainless surface is adaptable to cylindrical shapes and accepts fine printing in transparent or opaque colors.

When you require the unusual in packaging, consult this organization. There's no obligation. We'll be glad to assist you.

LUSTEROID CONTAINER COMPANY, INC.

Formerly Lusteroid Division of
THE SILLCOCKS-MILLER COMPANY

10 PARKER AVENUE, WEST
SOUTH ORANGE • NEW JERSEY



STANDARD CASE SEALERS

- 100 per cent automatic!
- Fully Adjustable!
- Size-changeovers in 60 seconds or less!
- Glue and seal case tops and bottoms at a cost of only a few cents a thousand!
- No operator—no attendants!

Truly The "STANDARD" For All Industry

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189 Second St. SAN FRANCISCO

No. 17-A. Improved Automatic Tube Fill-

ing, Closing and

Crimping Machine



IT'S CLIPLESS!

the COLTON This modern method of sealing and closing collapsible tubes is

a marked improvement over the old method of sealing with clips. Note the attractive finish given to end of tube by the Colton Crimping Machine. Many production expenses are eliminated by this clipless closure—i. e., cost of clips, time required to replenish clip rolls—and maintenance expense of automatic clipping heads. Ask for descriptive folder.

ARTHUR COLTON

2600 JEFFERSON AVE., EAST

DETROIT

MICHIGAN

MODERN PACKAGING

The Artists Guild, California, held its annual meeting recently for the election of officers and discussion of the program for the coming year. The following officers were elected: Earle Tralle, president; Charles Everett Johnson, vice-president; Charles Cruze, secretary; L. G. Mathauser, treasurer; and Pruett Carter, chairman of the Ethics Committee.

Naively Native

(Continued from page 33) where it is known as corps or corps prepare. It is made there especially for this purpose, largely from highly purified tallow, with special preservatives added to prevent rancidity. The corps is carefully spread on both sides of a piece of glass supported by a rectangular wooden frame, called the chassis. These chassis when placed one upon another form a practically air-tight compartment with a layer of fat on

the upper and lower sides.

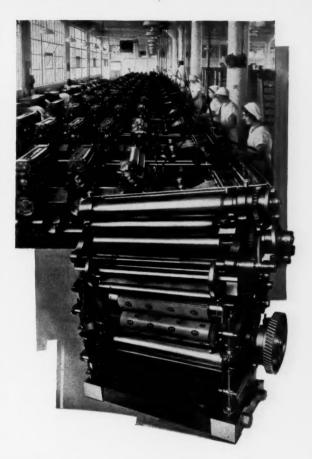
The freshly picked flowers are placed in the compartments thus formed, and the chassis placed one upon another until they are ten or twelve high. Flowers are left in the chassis for varying periods. Some less than a day, others one or two days, and the Easter lilies continue to give off fragrance for four or five days. After the correct time of absorption, which is determined by experience for each flower, the exhausted flowers are carefully and completely removed from the corps. Next, fresh flowers are placed in the chassis, reversing them so that the layer of fat which was above the flowers is now beneath them. Each time the flowers are changed the chassis are reversed thus obtaining uniform absorption throughout the whole mass of corps. The number of changes is also dependent on the flower being extracted and will vary from ten to about sixty until the corps is practically saturated with flower oil and bears its typical fragrance.

It is then collected in containers, very carefully and gently heated, and melted to form a uniform mass which is called *pomade*. The practice is to store these *pomades*, whenever possible, until winter when there are no flowers and time is available for their extraction. Also, under cooler and more favorable winter conditions, there is

less loss from evaporation.

The extraits are made by placing the pomade in containers with a very highly refined high-proof alcohol, and the kind of alcohol used is of major importance. After various washings there is a small quantity of fat left in the extraits which is removed by lowering the temperature to a point where the fat congeals and can be easily removed by filtration. Fixatives are added and the perfumer's gentle art of blending begins. This is done in the laboratory located directly below the extraction room and overlooking the vast experimental gardens toward Bailey's Bay.

As may be assumed, Lili perfumes are exclusive products and demand packaging in keeping with their general excellence. Distinguished bottles, labels and containers have been designed by Herbert Scott, who conceived and developed the making of perfumes in Bermuda. Perhaps the most distinctive of these is the Easter lily bottle of white glass which has been in use for some time. It bears a resemblance in shape to the Bermuda lily and, like other Lili perfumes, is protected in transit and use by an attractive polished cedar box, to the base of which the bottle is permanently attached. A tall cedar cover fits the base tightly and is made additionally secure with a blue



Chambon Printing Units Produce High Quality Printing at Low Cost

A Chambon automatic multicolor printing press is designed on the production line principle. Separate printing units, mounted in a horizontal series on a suitable bed, print by letterpress, gravure, or offset, on a continuous web of paper which travels through the press within the space of a few seconds.

Additional units on the same bed perform all supplementary operations such as slitting, cutting, punching, scoring, perforating, numbering, varnishing, lacquering, waxing, laminating, rewinding, etc. The printed piece is delivered ready to use in subsequent packaging operations.

Large users of printing are invited to submit their problems for free analysis. Write to Chambon Corporation, 911 New York Avenue, Union City, New Jersey. Western office at 608 So. Dearborn St., Chicago, III.

C H A M B O N
Automatic Printing Machines

CUT AND STACK

2,400 to 57,000 SHEETS PER HOUR!



Automatically sheets "Cellophane", Sylphrap, Glassine, Waxed Paper, Foil, etc., at the rate of 2,400 large size to 57,000 small size sheets per hour.

SAVES 10-25% ON MATERIAL ALONE!

Handles two rolls at once—extra attachments for four rolls, thereby sheeting twice above number of sheets. Requires no operator—Only one adjustment—Slitter and Counter furnished if desired—Operates from any electric light socket—Portable—Occupies floor space of 3' x 4'. "ELECTRIC EYE" furnished if sheeting printed material.

Cut your own paper this quick, inexpensive way—and cut your costs per package. Write for full facts—and surprisingly low price.

PETERS MACHINERY COMPANY

General office and factory, 4700 Ravenswood Avenue,

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SPECIALISTS in the manufacture of CAN & BOTTLE CLOSURES







ET us quote you on your requirements. Hundreds of dies and molds available for Lead and Tin Collapsible Tubes, Aluminum and Nickel Plated Cork Tops, Polished Coppered Can, Sprinkler Tops, Screw Caps, Aluminum & Colored Zinc Capped Corks, Lead and Tin Coated Spouts, Metal Specialties. Over 75 years' experience in meeting the needs of packagers. Call upon us for

CONSOLIDATED FRUIT JAR COMPANY

New Brunswick

New Jersey

silk ribbon fastened in place with sealing wax seal. A number of blue glass bottles are used, too, but in more conventional shapes. Each cedar box is enclosed in a folding carton which is lithographed to give the appearance of being cedar itself.

The use of cedar for these containers has traditional significance. Being the predominating native wood, it is used almost exclusively for doors, window frames and rafters in all construction work in Bermuda. Thousands of souvenirs are made of cedar for the tourist trade. It enjoys an established association with products of these delightful islands. Cedar, then, was the natural choice of material for containers of Lili products to distinguish them from the profusion of foreign perfumes offered by the shops. Bermuda is noted for its low prices on perfumes made possible by favorable tariff conditions and the native product required a definite mark of distinction to brand it native. It needed packaging of distinguished character to justify its competitive position and raise it above the horde of foreign perfumes. Bermuda Lili is not inexpensive, ranging from \$3.75 to \$84.00 an ounce.

The cedar boxes are made right at the Lili plant; there being an additional small building for this purpose located across the street where all packaging is done. It was in this small building that Herbert Scott carried on his original experimentation and where the present business was born and reared through adolescence. Blue bottles are made by Carr-Lowrey; labels by Palm-Fechteler; outside cartons by E. J. Trum, Inc., and the Easter lily bottles are made by T. C. Wheaton.

Practically the entire output of the plant is sold through Bermuda's best shops, and through exclusive retail outlets in New York City, Boston, and Montreal. Visitors to the plant, however, contribute their share to the material success of the venture by carrying away purchases neatly wrapped in French gray paper, tied with Bermuda Lili printed tape. As many as twelve hundred enthusiastic vacationists have trudged through the tiny plant in a single day and during daylight hours there seems to be a never-ending line awaiting its turn to get in where courteous guides with infinite patience explain the process of extraction.

The Scientific Approach

(Continued from page 24) box, so that the customers can see what they're buyin' when they buy the cedar-wrapped seegars.

"Now, I says to myself, 'If that's a good idea, those cedar-wrapped seegars ought to sell a lot more than the same seegars when they're just wrapped the other way alone.' So the last three days, I've been making a scientific test. The first two days I took the plain-wrapped seegars out of four boxes and put them all into a single box. Then, every time one of my 'Radical' customers came in, I tried selling him the new brand. And every time I made a try, I checked it here on my records. In two days I tried twenty-eight easy-to-switch customers and switched seven of them to this brand.

"Now, starting yesterday morning, I took only the cedar-wrapped seegars and tried the same selling stunt on them. Only this time, I kept pushing the cedar-wrapping which made them different than any other seegar on my counters. I'll admit it took a lot more explaining, because—for my test—I couldn't use any of

the plain-wrapped ones like the manufacturer intended. But look at these figures. In a day and a half I tried the stunt on twenty-two customers and sold fifteen of them. Without the wrapping, I switched only one out of four, and with the wrapping I sold almost two out of three.

"My figures may be distorted because I'm a pretty good salesman, . . . but, even so, I'm just as good a salesman when the figures run low as when they run high. Now that, son," Pop ended with a flourish, "proves that the scientific approach pays. Here are the figures that prove that this tricky wrapping actually switched more customers than anything else I could say about the seegar. It sort of made it easy for me to say it was a good seegar, because that wrapping showed that they took extra care to protect its goodness. In fact, I wish you'd try it, son, and tell me if you think it really is good, like I said it was."

"O.K., Pop, I'll do that if you'll tell me what the third kind of cigar smoker was," I replied. "You said there were three kinds, but you only explained about the Tories and the Radicals."

"Sure," Pop answered, winking, "I'm the third kind, I chew tobacco,"

Time Microscope for Machinery

(Continued from page 23) astonishment at the fact that the mechanism of the splash has these three distinct phases. Many of the more complicated industrial pictures have disclosed similar unexpected actions of the parts of moving machinery. A quantitative study of the nature of these unexpected actions has led to the necessary design changes to remove operational difficulties.

Figure 5 shows a packaging operation. The machine in question is wrapping Sal-Hepatica packages with a printed wax wrapper. The machine was photographed in action at the Bristol-Myers plant at Hillside, N. J. In the picture at the top of the series there are two points of interest. One sheet of wrapping paper is shown just disappearing into the machine while at the very top of the picture is shown a new wrapper entering the field of the camera. The second and third pictures show this new sheet of paper being carried into the packaging machine by the box to be wrapped and the fourth shows the box just about to be rotated to complete the wrapping operation. The 50 ft. film from which these were taken shows several complete cycles of the operation and indicates very definitely the manner in which the paper wrapper was in danger of becoming torn during the wrapping operation.

Figure 6 shows a single operation for a cartoning machine, installed and operating at the Bristol-Myers plant. This particular operation consisted in feeding a circular to be enclosed in the package into a conveyor which carried it to the wrapping operation. In the top picture the circular is just rising into the conveyor. In the second picture the circular is approximately in place; in the third picture the circular is somewhat buckled by the moving stop which guides its upper edge while the bottom picture shows the circular in position and about to be carried away by the conveyor. If this machine is so adjusted that the buckling shown in the third picture becomes too great, there is danger of a jam in this part of the operation.

MAXIMUM ECONOMY MINIMUM LABOR COSTS

BECK AUTOMATIC ROLL SHEET CUTTER

For Large Rolls in Quantity Production For Cellophane, Wrapping, Glassine, Waxed and Fancy Papers

Curl Remover and Cut Register Attachment are to be had only on Beck Machines



BECK RAZOR-BLADE SLITTING MACHINES

Get Prices To-day

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13th & Callowhill Sts. Philadelphia, Pa.

USE ANILINE INKS WITH A REPUTATION

originators of opaque aniline inks

Opaque Aniline White #20682 for glassine, regular cellophane carton and paper stocks.

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These immediate dry OPAQUE aniline inks work clean, are free from settling, and can be used alone or with various dyestuffs.

CRESCENT INK & COLOR COMPANY OF PA.

PHILADELPHIA

GREATER OUTPUT LESS MAINTENANCE MACHINES

that appeal to plant managers

Every WALDRON Machine is expressly designed to effect savings by increasing production efficiency and not by decreasing quality of materials or workmanship. Their performance has proven this fact.

Machinery for Embossing, Printing, Coating, Lacquering, Waxing, Combining, Crepeing, Slitting, Winding, Engineering data and descriptive literature gladly sent upon request.



Waldron "Centennial" Embossing Machine equipped with Waldron Rolls.



JOHN WALDRON CORPORATION

Main Office and Works: NEW BRUNSWICK, N. J. Chicago New York Portland, Ore.

No More _____

for users of lacquer coated cartons

UPACO Research Chemists have perfected a new type of adhesive that ends all troubles with joining lacquer coated carton board or paper wraps. If you use these materials, you'll want to know about this new adhesive. If you haven't been using them because of sealing problems, now you can. In either case, write today for full information and free samples.

UNION PASTE CO.

200 BOSTON AVE.

MEDFORD, MASS.

Mechanism of the Time Microscope

The relative simplicity of the actual mechanism of the camera is surprising, in view of the many difficulties encountered in its design.

The well-known 16 mm. standard type cameras move the film intermittently. During the period while the shutter is closed, the film is moved forward one picture, and is then stopped for the period during which the shutter is opened for the exposure. As soon as the shutter is again closed the film is again advanced another picture. This process is repeated 16 times per second. At speeds of 2400 pictures per second neither the film nor the mechanism is strong enough to start and stop the film in this manner. It is, therefore, necessary to drag the film continuously past the lens and to avoid the expected resultant blurring by some other means or process.

Two methods have been suggested. One is to use light flashes of very short duration, that is, of the order of 1/100,000th of a second. The other is the use of a continuously rotating optical flat, placed between the lens and the moving film, which causes the image thrown by the lens to follow the motion of the film during the time that the shutter is open. The second method is the one adopted in the time microscope and has the advantage that no special type of lighting is required for its operation. This makes possible not only artificially illuminated subjects but also outdoor subjects in bright sunlight.

The second major problem of the time microscope is the accurate clock, the movement of whose hands or dials must be continuous. One naturally thinks of the possibilities of the synchronous motor type using the electric light circuit as a source of power. However, investigation has shown that while the total error in time never exceeds a few seconds, the instantaneous rate varies considerably. The electric light circuit as a source of power is, therefore, unusable.

The solution of this problem consisted in the development of an electrically-driven tuning fork generator. This generator produces an alternating current, the error of whose frequency can be made less than one part in 30,000. With such a source of alternating current it is possible to design a synchronous motor type clock of the necessary accuracy for an engineering analysis of the high speed pictures.

In order to minimize the portion of the picture area required for the clock and to make the image of the time device as large and easily readable as possible, the clock has been designed as a pair of rotating discs. The first disc rotates at one revolution per minute while the second disc rotates at one revolution per second. The one-minute disc is graduated in seconds and the one-second disc in hundredth seconds and fractions. It is, therefore, necessary to photograph only the small portion of each of these discs which is passing the time index marker.

The applications of such a tool to high-speed machinery are almost unlimited. The nature of the studies that can be made and the engineering accuracy of the conclusions that can be drawn from the results of these studies make the time microscope applicable to many design problems for which no satisfactory method of attack has heretofore been available.

REPRESENTATION WANTED in the DETROIT REGION

by a Leading Maker of Semi-Automatic Wrapping Machines

A man of experience in selling machinery to food, confectionery and other packaging industries can establish a favorable connection with the advertiser, who will back him with the fullest advertising and service cooperation. Technical knowledge, while desirable, is not the prime consideration. We want a SALESMAN! Write or wire—

Box 20

MODERN PACKAGING

425 Fourth Avenue

N. Y. C.

OCTOBER is a long way off ...

BUT the October "Handbook" issue of Modern Plastics is already in preparation . . . because it will take months to compile and complete this . . . the first accurate, all-inclusive handbook of the Plastic Industries.

Particularly interesting to packagers will be the complete data on plastic packages . . . cast and molded . . . and the accurate, published-for-the-first-time information on the new plastics and their application to packaging.

For complete information on how to get your copy of this great issue . . . write—

MODERN
PLASTICS
425 Fourth Ave., N. Y. C.

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MODERN PACKAGING

BRESKIN & CHARLTON PUBLISHING CORP. 425 FOURTH AVENUE, NEW YORK CITY





Plant of

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Manufacturers of Paperboard, Folding Paper Cartons and Display Containers

New York City

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